

VARIETY

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72 PAGES

BURLESQUE'S LAST STAND

**C. B. Cochran Preparing Six Plays
For B'way: Bergner, Coward as Stars**

London, March 5.

Charles B. Cochran is preparing the biggest onslaught on Broadway made by any native or foreign producer in years. Through the coming fall and winter he will stage at least six plays there.

Shows intended for Broadway are: 'Mother of Pearl,' musical, staged at the Gaiety over a year ago, starring Alice Delysia; 'Nymph Errant,' which just terminated a five months' successful run at the Adelphi, another show in which a woman, Gertrude Lawrence, is the commanding figure; 'Conversation Piece,' with Yvonne Printemps and the author, Noel Coward, figured as a good bet for a quick clean-up after its run at His Majesty's theatre; 'Magnolia Street,' by Louis Golding, due at the Adelphi early in March, and expected to be good here for four to five months.

In the case of 'Magnolia,' although the location is Lancashire, it could easily, and may, be switched to New York's East Side, with a little free adaptation, while there has also been some talk of Max Gordon (Continued on page 67)

**U. S. C. PRODUCING A
FULL-LENGTH FEATURE**

Hollywood, March 5.

The motion picture class of the University of Southern California is producing a feature picture as part of its course in photoplay technique.

Group had its own original prepared under title of 'The Oval Portrait,' and outlined shooting script in class. Students assigned as director, cameraman, assistants, props, and other members of production personnel.

Metro has furnished the class standing sets and necessary lighting equipment. Studio has small standing-by crew assigned to the amateurs to see they operate equipment without damage.

**No Work, Eh! So Actors
Wreck Booking Agency**

Minneapolis, March 5.

Police suspect temperamental performers for the wrecking of the Goldie-Connell agency here.

The offenders broke into the establishment and tore it apart. They smashed a plate glass window, turned over the files, pulled clothes out of a closet, tore pictures and drapes from the wall, ripped open suitcases and wrecked things in general. But they didn't take a thing, even passing up \$250 in cash that was in the top drawer of an open desk.

The police claim some actors decided to take it out on the agency, due to the lack of work around here lately.

Beery as McGraw

Hollywood, March 5.

'The Little Napoleon,' baseball story by Richard Carroll based on the life of the late John J. McGraw, has been bought by Metro.

Studio has Wallace Beery in mind for the part, with Clark Gable as the college boy who makes good.

**FORD NEWSREEL
MAY BECOME
NATIONAL**

Detroit, March 5.

Henry Ford is bankrolling a local newsreel with an eye to expanding it nationally if it works out. This is a development which has been rumored for years with the national scope talked about off and on. Each time it has been denied.

Newsreel is strictly local in character and is the same type as financed first by the Detroit Times as an adjunct to its nabe theatre directory. After being dropped for a while the Detroit News took it up strictly as an added service. Film was shot and produced by the Metropolitan Film Co. locally.

Same comp. is now producing and all Ford gets is the title 'Ford News.' While most shots are in sound, audible comment is also made by Al Weeks, formerly dramatic editor of the Free Press.

**A. J. BALABAN BECOMES
F&M THEATRE PARTNER**

Chicago, March 3.

A. J. Balaban returns to active show biz as a partner with Fanchon & Marco. He will be associated in the operation of F. & M. theatres with Marco and Harry Arthur and presently is making a tour of F. & M. theatres in the middle west with Marco.

In accepting the F. & M. association, the elder Balaban nixed several offers from other firms which have been after him ever since his return from abroad when he let it be known he would again become active.

The elder Balaban sold out his interest in Balaban & Katz to his brothers a few years ago. For the past two years he has been living in Europe. Prior to that he headed Paramount's talent and shorts production in the east.

A. J. Balaban temporarily retired from show business upon going on vacation, about two years ago.

**STRIPPING AND
DIRT GOING OUT**

**N. Y. Managers Preparing
for Final Battle in Irving
Place Indecency Case—
Cleaning Up Meanwhile
—March 4 Deadline on
Dirt Ordered for 7 The-
atres by I. H. Herk**

RAZING RUNWAYS

Burlesque is girding itself for its last stand. The issue is the charge of indecency lodged against 10 performers and a manager following a raid on the Irving Place, New York, regarded by everybody in the business as the most serious censorship issue, ever to confront burlesque. The battleground will be Special Sessions court.

Meantime orders from within are to clean up all around in anticipation of the likelihood that strip stuff and the dialog that goes with it is finally on the way out.

While the general intent is to oppose a censorship blow that may kill burlesque once and for all, some of the few important managers still connected with burlesque question the advisability of staging a spirited fight. This faction feels that despite the stripping and dialog limits to which some theatres have gone, business for those houses has been none too good anyway. An abbreviation of their contention amounts to, 'If we win, so what?'

Held up as an example by the managers who believe there's nothing to fight for is the Irving Place itself. This house, adjoining 14th street, has apparently been, until the raid two weeks ago, immune from interference from the authorities. Strip women and comedians were permitted to go further there than at any other burley house in (Continued on page 59)

**Play-of-the-Month Club
For Chi on Book Cue**

Chicago, March 5.

Taking a cue from the book clubs the Studebaker here is planning to present a new gag: the 'play-of-the-month club.' Relying upon the slogan to sell the system to the public. Idea belonging to Horace Sistare, is to book each play in for a full month, no more or less, no matter how strong or weak at the box-office and to plug it as the choice-of-leading-drama showman and critics as the play of the month.

Sistare now has 'Elizabeth Sleeps Out' running, but is figuring to go into the new policy with the coming of Easter. Is negotiating with James Spottawood and Thomas Ross for the opener.

**Overdose of Gambling and High Prices
Has Miami Worried About Next Season**

Comic Shortage

Hal Roach's talent scout is hawking for comics at radio stations, musical shows, little theatres and other likely spots.

Producer says there is a decline in crop of funsters available for pictures, and only way to get new talent is to dig.

**CWA CONCEDES
TO THEATRES'
SQUAWKS**

Newburgh, N. Y., March 5.

The free Recreation Center in the Armory has been closed at night in order to prevent the local theatres from shutting up shop against competition they could not overcome.

The center was maintained by the CWA, City Council and School Board and was conceived to provide jobs for white collar workers.

Theater managers warned the Center was such strong opposition that the theatres would have to close, thereby depriving 97 persons of jobs. The officials decided it would be better to protect the steady workers rather than the emergency jobs.

Titled Exhib

London, March 5.

First titled picture house proprietor in England is the Marquis de Casa Maury. He opens the Curzon Cinema in Mayfair, tomorrow (Tuesday). It is in the most fashionable district of London, and seats only 500.

Prices will be high, but the Marquis hopes to secure paying patronage.

Initial program will have as its feature 'Unfinished Symphony,' Continental film

Miami, March 5.

This Floridian resort and Miami Beach are over-dosed with gambling. There are 35 night clubs of one sort or another and every place has its game room with every conceivable device to lure those who take a chance. In addition to the game joints, gambling accompanies the race track, jal alai, boleta and the dog tracks. Seems that every other place is a handbook stand.

Squawks that mount to a roar from shop keepers and business men are to the effect that the gambling fraternity is so greedy that visitors have little coin left for legitimate purposes. And they are worried about how that, plus the high prices, is going to affect trade next season.

Miami has also probably seen its last big prize fight.

**GENERAL FOODS' BIG
AFTERNOON ASSAULT**

General Foods is mapping out the most pretentious campaign of matinee entertainment yet undertaken in network broadcasting. Victrola packers' idea is a daily different type of program running an hour on NBC's blue link (WJZ) each afternoon from Monday to Friday inclusive.

One afternoon would be devoted to all dance music, another to a symphonic concert, a third to a dramatic show, the fourth a variety melange, and the fifth to guest celebs from various fields of endeavor. Hookup in each instance would be from coast to coast.

Garbo-O'Neill Play

Garbo in an Eugene O'Neill play is a possibility for next season.

Proposal comes from Hugh Ford, close friend of the dramatist. Film star's professional appearances have been confined to the screen, but it is reported she is not entirely adverse to the stage idea.

KATE SMITH

First and Foremost CBS Artiste

ON TOUR—MANAGEMENT TED COLLINS

Columbia 56% Over Best Previous February with \$1,387,832 Gross; NBC Tally 26% Over Feb., 1932

For the second successive month this year CBS has bettered what had previously been the web's record figures. Columbia last month grossed \$1,387,832, or 56.7% over the tally from time sales that prevailed for February, 1932. Represented in this margin is the biggest monthly jump scored in the history of the network.

In February, 1932, the old high for CBS, the billings came to \$1,119,414. During the parallel month for 1933 they dropped to \$854,877. Columbia's March outlook is equally bright. Indications are that the coin from facilities turnover this month will not only figure over \$60 above the 1932 total of \$1,016,102, but set a new March record. In the third month of 1932 CBS garnered \$1,436,060. Among the

new ones slated to start on Columbia this month are Grigsby-Gronow (Minneapolis symphony) and Gold Medal flour (Abe Lyman-Helen Morgan-Everett Marshall).

NBC's time revenue for February came to \$2,197,297, or 26% better than the 1932 gross, which was \$1,742,784. Network's February high was attained in 1932. For that month NBC piled up \$2,571,609.

Scheduled for unveiling during March on this web are General Foods' Beatrice Fairfax show for LaFrance washing powder, Colgate's Saturday Night Party, A. C. Spark Plug's revival of the Cooks and the new Palmer House series.

Breakup of NBC's February figures gives the web \$1,184,871 on the red (WEAF) link, and \$916,602 on the blue (WJZ).

Cham Income from Time Sales

	1934	1933	1932	1931
January	\$3,373,923	\$1,869,885	\$2,635,447	\$2,026,760
February	2,197,297	1,742,784	2,571,609	1,924,778
	\$4,571,220	\$3,612,669	\$5,207,056	\$3,951,538

	1934	1933	1932	1931
January	\$1,405,948	\$941,465	\$1,348,842	\$692,114
February	1,387,823	884,977	1,319,414	750,821
Total	\$2,793,771	\$1,826,442	\$2,668,256	\$1,442,935

SHORT WAVES ATTENTION IRKS WEBS

Radio departments of several New York dailies have come to recognize the wide spread of public interest in combination long and short wave receiving sets. Special space is being given to program listing and comment on short wave programs. New York Journal now not only carries a daily listing of foreign stations, but advises on how to locate them on the short wave dial. Extensive info. on this phase of broadcasting is also to be found in the Saturday Japs of the New York Sun. Radio section of the World-Telegram gives a daily resume of short wave reception conditions.

What has proved a boon to the set manufacturer has the networks worried. Growth of interest in world-wide pickups by the general run of loudspeaker fan means but one thing to the webs, and that is the proportionate loss of listener attention when it comes to their own commercial broadcasts. What has aggravated the concern is the move on the part of the dailies to cater to this short wave interest.

Kuhl Produces Shell, Others on West Coast

Los Angeles, March 5. H. Calvin Kuhl, of the J. Walter Thompson office, transferred here from New York will handle the future production of the Shell Show, the Chase and Sanborn, Burns and Allen and other transcontinentals emanating from here. He will be assisted on this activity by Sam Moore and Richard Wolf.

Fred H. Fidler has been transferred back to San Francisco.

Harry Knowles Quits

Philadelphia, March 5. Harry Knowles resigned suddenly Monday as manager of WTEL. Carlton Van Tuze from WNAC, Boston, Yankee network station, comes in as program director.

Quit KTAB, Frisco; Blame Woman Program Director Who Stays

San Francisco, March 5. Shakeup of the indie KTAB wherein half dozen execs, announcers and artists walked out, claiming they didn't like the new femme program director, Mrs. Irene Sorenson, has wound up with Wesley L. Dumm, president of Associated Broadcasters, station owners assuming office of general manager as well.

Dumm succeeded Frank Galvin, manager, who skulked out with Grant Pollack, chief announcer, Walter Sullivan, staff accompanist, Newell McMahan, continuity writer, Earl Sanderson, announcer, Harold Peary, special program artist, and Chubby Coleman, also an artist. Pollack has already landed on KERC as a singer.

La. Rumsey has been installed at KTAB as chief announcer. Mrs. Sorenson is in as program director, Frank Wright remains in Oakland as manager of branch studios there where Dumm's son, Robert, is also an announcer.

Banking senior has been in the banking business, at one time owning seven or eight banks throughout the state. His inception as KTAB manager is first time he has been in the radio biz.

Ben Bernie's Guests

Hollywood, March 5. Dixie Lee (Mrs. Bing Crosby) will be the guest artist on the first Ben Bernie program from here March 13.

Program will go on each Tuesday twice a night in order to hit the country virtually at the same hour. Ralph Farnum is lining up a different guest from films for each broadcast.

Previn Band on Real Silk

Chicago, March 5. Charles Previn orchestra goes on the Real Silk show on NBC on April 1, replacing the Ted Weems band.

Previn selected for his classical and jazz background, having sold himself when he guested as impromptu director for the Real Silk program last month with George Gershwin.

CHI COMPETITION

Stati Express Rivality in Hot ing-Pong Tournament

Chicago, March 5.

Forgetting about one-minute announcements for the time being and what rats the other stations are, the local transmitter outfits locally have gotten together in the tremendous, all-Chicago radio ping-pong tournament. Boys are neglecting to call on agencies while they practice the back-hand slice. In the melee are WJJD, KYW, WBBM, WCFL, WLS and CBS.

Standing of the teams thus far has WJJD in the lead with the team of Joe Allbaugh, Ralph Atlas, Bub Pickard and Dell Sharbutt. KYW foursome is Charlie Wagner, Charles Barber, Jim Fallis and Rex Maupin. For WCFL Patrick, Bob Hawk, Ralph Parker and Bill Shaw. For WBBM Holland Engle, George Sherman, Henry Witter and Lewis Thompson. Baiting for WLS are Al Rice of the 'Maple City Four', Fritz Meisner, Red Foley and one-to-one. Columbia Broadcasting System's honor at the ping-pong table is being defended by Jack Brooks, Truman Bradley, Don Maddox and Harlan Gregg.

After WJJD comes KYW in the deuce, while thus far CBS takes the cellar with five losses and one winning marker. In individual standings Ralph Atlas takes the cellar with two games lost and no wins. But Atlas doesn't worry, since both of his stations, WJJD and WJJD, set new revenue highs in February.

Chi NBC Names Kaney As New Editor-in-Chief Over All Its Continuity

Chicago, March 5. Radio takes another step in a new direction. NBC office here has appointed Ben Kaney as editor-in-chief of all continuity and copy. It will be Kaney's duty to scrutinize all copy, both commercial and sustaining, to see that what goes on the NBC wires is fit and proper. Follows a number of kickbacks to NBC and indie stations following thoughtless copy. Kaney starts on this job March 12.

BARNUM TO AGENCY

Pete Barnum has quit CBS' production department for a producing assignment in the Young & Rubicam agency.

Program that he will concern himself with primarily is Colgate's 'Saturday Night Party' on NBC.

Code Talent Fact-Finding Lags

Report on Radio Technicians, However, Ready for NRA This Week

Washington, March 5. Report on radio code inquiry into working conditions of radio technicians probably will go to the NRA the latter part of this week, but recommendations for solving radio artist problem will not be ready for some time.

This week came from C.A.A. members Saturday (3) as week-end session was held in session of Gen. Hugh Johnson's general code confab this week. James Baldwin, executive secretary, explained that, while preliminary report on technicians has been prepared, little has been done toward getting facts together about artists.

Attention has been concentrated, Baldwin, explained, on the technician problem as deadline was set by Johnson for submission of this report. Assembly of facts and figures has proved difficult task because of slowness with which broadcasters have returned questionnaires.

C.A. will discuss ways and means of collecting data about artists and performers and map out procedure to be followed. Little preliminary information is at hand, Baldwin pointed out, although results of Equity survey have been gone over thoroughly for ideas and suggestions.

Publication of report on techni-

50% of Sponsors Known 50% of Time In Product-Conscious Indianapolis

Several requests from advertising agencies have been received by VARIETY asking to have additional programs included in VARIETY's sponsor identification survey. VARIETY is unable to grant these requests as the questionnaires have been in the hands of its correspondents for some time.

VARIETY continues its series of weekly summaries of answers received, city by city, to a questionnaire which asks in substance, 'Do you know sponsors?' This week's tally is based on 98 replies gathered in Indianapolis, steel metropolis of a state with steel mills on one end and cider mills on the other. Amos 'n' Andy romp 'n' with the Indianapolis lead. Out of 90, persons 88 know about Peppodent. Joe Penner makes his best showing to date in point of public familiarity

with his bankroller. Of 25 programs it will be noted that 12 programs were known by 50% or better of all those quizzed.

Such seemingly difficult to name sponsors as those of Casa Loma, Easy Aces, Edgar A. Guest and the Metropolitan Opera did better in Indianapolis than in cities previously tabbed by VARIETY.

Five citizens of Indianapolis wrongly identified Jack Benny's sponsor as Past Blue Ribbon Malt marking a plain state of confusion between Benny and Bernie because of name similarity. Nine of the 14 wrong identifications for 'March of Time' are the obvious mistake of naming 'Time' magazine. Easy Aces suffered six wrong guesses on the basis of former sponsorship. Clara, Lu and Em in Indianapolis as in other cities are widely associated with a variety of soap products other than the correct one. Next week: Des Moines.

Program Sponsor Identification

INDIANAPOLIS

Questionnaires tabulated from the following: Housewives, 16; salesgirls, 12; stenographers, 10; dentist, 1; druggists, 2; lawyers, 3; managers, 6; civil service, 7; clerks, 11; jeweler, 1; buyer, 1; beauticians, 2; machinists, 4; reporter, 1; salesmen, 13.

(90 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	88	2	10
Ed Wynn	76	12	15
Eddie Cantor	75	15	17
Maxwell Show Boat	72		
Rudy Valles	63		
Jack Benny	59		
Joe Penner	58		
Wayne King Orchestra	57		
Will Rogers	56		
Bing Crosby	49		
Burns and Allen	49		
Myrt and Marge	48		
Paul Whiteman	48		
'March of Time'	40		
'Rise of Goldbergs'	33		
Olsen and Johnson	31		
Boake Carter	28		
Easy Aces	27		
Casa Loma Orchestra	26		
Jessica Dragonette	24		
Phil Baker	22		
Metropolitan Opera			
Edgar A. Guest			
Clara, Lu & Em			
Harry Horlick			

MRS. RUBINOFF ASKS \$169,000 ALIMONY

Dave Rubinoff's former wife, Blanche Moreland, has filed suit for back alimony against the conductor. Amount she claims he is in arrears is \$169,000, or a fourth of what she estimates his income has been since, she alleges, he stopped making payments, in late 1932. Rubinoff was served with a summons of his ex-wife's action last week at the Roosevelt where he holds the dance combo assignment.

Divorce took place October, in Minneapolis, after Rubinoff and the former showgirl had been married three years. Grounds were cruelty and the agreement stipulated that he pay her 25% of his income until she married. She is still unmarried. The ex Mrs. Rubinoff is being represented on the New York end by Maurice Rose. He's acting for Henry H. Bank, her Minneapolis counsel.

WRAM May Move

Charlotte, N. C., March 5. A group has been organized at Durham to purchase WRAM, now located at Wilmington, and move it to Durham for location in the 15-story Washington Duke hotel. WRAM broadcasts now on day-light-time at 1,000-watts-and-at night on 500 watts.

BEBE DANIELS CHARISING

Hollywood, March 5. Bebe Daniels will be interviewed by Louella Parsons on the 'Charis' program, Wednesday (7). Following week Kay Francis be the chatterer's victim.

CRY BABY STATIONS

Gene and Glenn NBC Affiliation Keeps Gillette Discs Off WNAC

Boston, March 5. Even after the Yankee network had gone to the expense of having a research bureau make a listening survey of Boston stations it didn't get the Gillette spot business for this town because John Royal objected to the releasing of recorded versions of Gene and Glenn over a CBS affiliate. When the agency on the account, Ruthrauff & Ryan, threatened reprisals for this attitude NBC arranged to switch its programs on WEEI, Boston outlet for the red (WEAF) link, so that the blade maker's series would be provided for.

In soliciting the Gillette account for its WNAC the Yankee string offered to have a test made to prove its contention that it had more listeners at the time required than any other outlet in Boston. Ruthrauff & Ryan took up the offer and arranged to have a rep from its New York office on hand for the test. Between 6 and 6.30 of an evening the Ross Federal Service with the co-operation of the Boston telephone company put through 525 calls with the operators asking all those who answered what, if any, station were they listening to at the moment. Results of this query gave WNAC, 37.1%; WEEI, 32.5%; WAAB, 14.2%; WBZ (operated by NBO), 8.9%; WHDH, 3.7% and WLEY, 2.9%.

When it came to turning over the recordings to WNAC Ruthrauff & Ryan found that RCA Victor would not okay their use on a CBS station unless it was amenable with John Royal. NBC's program manager rejected the request, holding that it was his policy not to permit Gene and Glenn to work on other than NBC outlets.

Contract given by Gillette to WEEI, which is indie operated, was for six times a week over a period of eight weeks.

CROSLLEY NO. 2 STATION REVAMPS RATE CARD

Cincinnati, March 5. Crosley Radio Corp. has engaged Edwin Freshney as sales manager of its smallest WSAI station, the rates for which have been sliced about 35% as a bid for local biz. WSAI has a strength of 3,500 watts during the day and 1,000 after dark, having recently increased from 1,000 watts during the day and 500 watts at night.

Freshney assumed the position March 1. He lately was director of advertising and conventions for the Hotel Gibson in this city and formerly was connected with the advertising departments of the Enquirer and Post, local dailies.

PURNELL-GOULD AT WFBR

Baltimore, March 5. Purnell Gould new commercial manager of WFBR, going into office today (4). Replaces Jack Stewart, who leaves to enter advertising business. Gould comes over from WBAL, where he has been on staff past two years. Previously he served on staff of mag 'Time', and more recently was editor of Tallahassee 'Democrat'.

Also originator of 'House That Jack Built' ether series idea, which he inaugurated at WBAL and later sold to many indie stations throughout the country.

FREE-SLEININGER ADD

Chicago, March 5. Free and Sleininger, special rep outfit, make two additions this week. First means the entry of Austin Joselynn into their New York office as assistant to J. Preston Peters. Second is the new lettering on the door for CKLW, Windsor (Detroit).

Theatre Man., Ex-Musiker Heads Advertising Agency

Portland, Ore., March 5. George McMurphy, former Columbia recording orchestra leader and Paramount-Public and Fox-West Coast theatre manager and publicity man, is now engaged in the operation of his own advertising agency in Portland.

McMurphy is Oregon and Southern Washington representative for Chet Crank, Inc., Los Angeles agency in charge of advertising for the Gilmore Oil Company and in charge of advertising for 200 Ford dealers in the Pacific Northwest Ford division.

BOWEN LOSES H. S. MEIGHAN

Howard S. Meighan, regarded in the trade as one of the outstanding authorities on spot broadcasting, last week resigned as vice-president of Scott-Howe-Bowen, Inc., following a disagreement with Bowen over organization policy. Move takes effect at the end of this week.

Meighan joined Bowen about two and a half years ago, coming from the J. Walter Thompson agency, where he had helped establish the radio department now headed by John U. Reber. While with Thompson Meighan was instrumental in creating a radio committee in the American Association of Advertising Agencies. He served as one of the original members of this committee.

Mexican Gov't Shuttles Doc Brinkley's Station

Mexico City, March 2. Government has made good its threat to close for 30 days Doc Brinkley's loud speaker at Villa Acuna because the American allegedly infringed on the general communications law. Doc is seeking an injunction against the ruling.

Villa Acuna civic fathers and several citizens are all for the Doc; they've petitioned the governor of Coahuila state, in which the station is located, to act toward getting the ban lifted.

Floods Menace KDKA

Pittsburgh, March 5. With flood-threatened Pittsburgh making hasty preparations to cope with high waters from Allegheny and Monongahela rivers, KDKA faces possibility of having its studios cut-out of service.

Phone company has arranged routing so that broadcasts can go on from Saxenburg actual location of station's transmitter, or other emergency points. Cables from Saxenburg to studios cross the two rivers and therein lies the danger.

Chester Miller's Job

Chester R. Miller has assumed charge of the production department of Jean V. Grombach, Inc., operators of a recording studio and indie producers of network commercials. Miller has been with Grombach for over two years, coming from the radio department of the Erwin, Wassey agency. Prior to that he was Chicago office manager of the Judson Radio Program Corp., a CBS affiliate.

Donald MacFarlane, who recently resigned as the drama director, will continue to produce 'Six X Days and Nights', backed by Health Products Corp. on NBC for Grombach.

NO FRC MOTHER TO GUIDE THEM

Administration Policy Which Seemingly Dooms Federal Radio Commission Opens Up New Aspects of the Washington Night- mare and Points Atten- tion to Some of the Habits Developed Under FRC

ROYALTY IDEA

Nobody knows at present just exactly what may happen in Washington to the Federal Radio Commission as an institution or its members as individuals. But it's likely that the commission will be abolished or absorbed and that the present commissioners will be dropped or reassigned. In any event a bigger, wider, and probably differently constituted and motivated authority is apt to step into the broadcasting set-up.

Until the government reveals its detailed intentions the great Washington nightmare of all broadcasting stations will go on. Greatest blessing that could be conferred on the industry, it is generally felt, would be a new system of leases whereby stations could have some assurance that their investment was protected and not subject to license renewal every 90 days.

Some stations even feel that it would be worthwhile to pay the government a royalty for the use of the air as such payment would presumably confer upon the stations at least the moral equivalent of property rights in the air channel occupied. At present the stations are at the mercy of the FRC if the government agency chooses to decide as in the WIBC case, that a certain wavelength would be better used by someone other than its incumbent licensee.

System of which the present Federal Radio Commission is the crux and pivot has been subject to much criticism and from different sources for different reasons. One aspect all too often overlooked has been the FRC's tendency to reduce stations to the role of perpetual supplicant for favors. Especially are the small stations at a disadvantage with lawyer fees and trips to Washington being the luxury they are.

Existing under the shadow of possible official disapproval at all times many stations have fallen into the habit of complaining about the Federal Radio Commission in accents of pain and bitterness yet reversing themselves and running to the commission to settle their pique and difficulties.

Competition

With the FRC as combination policeman and kindergarten teacher to the stations the result of the system all too often has been the encouragement of what may be described as cry baby stations. These bawlers thought the FRC should protect them and seek the other fellow whose aggressive business tactics or showmanship was deemed uncomfortable.

Cry baby stations have been too ready to run to FRC and point an accusing finger at some business rival. It got to a point where some stations were almost devoting more time to stopping the other fellow than to doing their own job. They dragged the government into all

Columbia Section

A special advertising section devoted to the Columbia Broadcasting System will be found on pages 45-52.

Sniff-Sniff Gelatine Test Something No Scholar Should Mention—Knox

Vallee's Ambition

Rudy Vallee didn't say he would like to head the consolidated wide-radio commission that President Roosevelt has asked Congress to okay. What he did say was that he would like to be the Will Hays of radio.

First was the version that the Associated Press got after a talk the warbler delivered on NBC's Farm and Home Hour Wednesday afternoon (28). Second was what the news combine found out Vallee did express as his ambition when it checked up on the report through the network.

Manufacturer of the Knox brand of gelatine is preparing to launch a radio campaign primarily primed to convert the sales copy that Royal Gelatine, a Standard Brands product, has been using on its Wednesday night session over NBC. Before letting loose with a nationwide slapdash at its competitor Knox is testing out the counter sales idea it has in mind on several local stations.

Advertising angle about the Royal brand's copy that Knox assails as unethical has to do with the query which asks whether the housewife has, in the process of preparing the product of competitive gelatine makers, ever noticed the disreputable odor that arises when the hot water is poured into it?

So's Your Id Shirl

By putting this question to the public, Standard Brands, declares Knox, has taken advantage of a point that no gelatine maker would presume to argue about in the open. For years the manufacturers have been trying to overcome among consumers this very unhealthy feeling about the product. All gelatine is derived from the anatomy of cattle and naturally when hot water is brought in contact with dried bone an odor, none too detectable to the nostrils, is bound to arise.

NBC-WGN TALK REUNION PACT

Negotiations are on for WGN, Chicago, to return to the NBC fold. Network is anticipating the scheduled move of KTW to Philadelphia, while the Tribune mouthpiece favors the reaffiliation because of the day-time sustaining programs it will make available.

NBC and WGN severed relations after the web had taken over WMAQ from the Chicago Daily News. In November, 1931, WGN became a CBS affiliate on time-buying arrangement which guaranteed it \$5,000 a week from the network. Contract terminated last fall and the Trib outlet has been free-lancing it since.

2nd Local Commercial Test for Vic and Sadie

Chicago, March 5.

Vic and Sadie dramatic show again readying to go commercial on a local test. Though on locally for commercial, show will stick on the network as sustaining at another hour.

Program went off the network some months ago when Jelle products took it for a local ride and went back to network sustaining when Jelle backed out of going network with the program.

Dawes Explains Expo

Chicago, March 5. Rufus Dawes, front man for the Chicago World's Fair, will announce the lowdown for the second year of the expo in the Palmer House commercial program tomorrow (Tuesday) at 10 p. m. over the WJZ link.

This is the program that Ray Perkins, aeroplanes-in-from-New-York every week to fill. Perkins is on WOR, Newark, at 6:45 Monday night and then takes wing westward.

sorts of strictly competitive quarrels.

Multipled protests from stations brought increased dominance of Washington over the affairs of broadcasting. The cry babies were egocentric. The world revolved around them and the FRC was the mother of the brood.

Permission to do almost everything had to be obtained from FRC and permission could be postponed or stopped by protests from other stations. Every effort of a station to expand its service, wattage, or move its studios, transmitter or primary coverage so much as a block and a half was immediately challenged. Initiative in the other fellow was always conspiracy to the cry babies.

SPAIN TO HEAD ALL RADIO STATIONS

Madrid, Feb. 24.

Government is getting set to take over all radio stations here. Bill read in parliament revealed government plans to purchase all stations, devoting \$257,650 annually in the budget for that purpose until purchase price, so far not revealed, is completely paid off.

Stations would be under control of the direction of telephone and telegraphic communications which would be empowered to concede the program handling to national organizations, if it so desires.

Publicity on the air would be limited, while all radio listeners would chip in monthly. Owners of sets of less than three tubes would pay 50 centimes (about 5 cents); three-tube sets, one peseta (12 cents); and larger sets, two pesetas.

Pabst Theatre Pickup

Omaha, March 5. Ben Bernie's regular Tuesday night Pabst Blue Ribbon program will be broadcast from the stage of a theatre—the Omaha Orpheum for the March 6 broadcast through WOW.

Playing the week's engagement with Bernie will be the most popular radio act of the three local studios—WOW, KOIL-KFAB, WAAW—which was selected in a poll of the fans. This act will also be included in his Pabst broadcasts as the winner of the local audition.

Tuesday theatre broadcast was engineered by Manager Joe Rosenfield of the Orpheum and John Gillin, boss of WOW, in conjunction with the Pabst people, who bought a large section of seats for the evening for their local and nearby out-state dealers.

Rotate KHJ Leaders

Orchestrators leaders for California Melodiscs, KHJ program for the CBS network will be rotated hereafter, instead of being handled exclusively by Ray Paige.

Frederick Stark takes the baton at tomorrow's (6) program. Eddie Kay handles the following week and then Ray Paige. Future batoning will follow in that order.

CARNERA-LOUGHAN FIGHT

Sam Taub, Angelo Palange
COMMERCIAL
WMAA, New York

A broadcast of a heavyweight championship fight, crudely done. The fight was broadcast exclusively in the metropolitan area by WMAA offered limitless possibilities to the program's backers, Adam Hats, but the chances were dashed by poor announcer and a series of between-the-rounds spolia that were presented as badly as they were written.

Under the circumstances, and considering that WMAA at the moment was probably being dined in by one of the largest audiences ever enjoyed by an independent station, the best way would have been to make a prudent spotting of the advertised product. Even bare mention of the advertiser and its hats would have been better than the Palange method of advertisement and dull praise that would have done justice to a Rembrandt, let alone a straw skimmer.

Taub's blow-by-blow description of the fight was bad enough, but Palange's commercials were even worse. For the first three or four rounds both were sad. Later they became funny, all as a result for the advertiser was ridiculous, rather than favorable exploitation. This was generally noticeable the best day not stand out who had tuned in.

Taub impressed as a press agent for the Madison Square Garden more than as an impartial observer and reporter. He was all for Carnera, and the big boy's laps in the rabbit-punching class, which all the sports writers mentioned the next morning, were entirely overlooked by Taub.

Taub's forte is making a ballet dance sound like an Indian massacre.

Weakness is his limited vocabulary. He is a good announcer, an expert knowledge of statistics to a radio audience. He knows the difference between a left jab and a pair of tight, but he can't seem to differentiate between a left jab and a fight and a sucker who believes everything he hears. After all, this is the command he has given and if Taub's description was hard to believe, how could the advertiser expect its ad copy to be accepted as the whole truth and nothing but?

Bigs.

SOHIO MELODY MASTERS

15 Min.
COMMERCIAL
WLV, Cincinnati

Standard Oil of Ohio is back on this 50,000-watt after an absence of eight months. Former series ran long and was placed in Cleveland. It featured Gene and Glenn as "Jack and Lena" in pop tunes and chatter with a wooden-shoe tinge, blasted six evenings weekly. New scheduled, which began March 5, is a studio presentation and calls for airings Tues., Thurs. and Sat. nites at 7:30 and on Sundays at 5:45 p.m. Account handled by McCann-Erickson, Cleveland.

Present offering is a dard for music lovers and seems a cinch to line up a large and steady audience. It is a large and steady audience created wholly by strings and reeds. Class atmosphere is adhered to by the announcer, Eddie Lehn, who announces the brief introduction of each song. The program is a perfectly timed commercial plug. Themer is "Beautiful Ohio." Numbers used on program reviewed were "Soft Light and Sweet," "One Morning in May," "Hold Your Man," "Just a Song at Twilight" and "Old Spinning Wheel."

Only solo vocalism was by a male who whistled and sang in a lively whispering betwixt tenor and baritone. It happened on a chorus of "One Morning in May." That and the group singing of "Song at Twilight" were the scant aids. High calibre of instrumentation and arrangements merits improvement in song section.

Good evening and pleasant morning, sign-off adds to highly pleasing taste left with auditors.

Kolling.

THE NEWLYWEDS

Mary and Johnny Lee
Songs and talk
15 Min.
COMMERCIAL
WOKO, Albany

This is a Felix-Naptha Soap local time program, aired at 11:15 a.m. on Wednesdays and Fridays. Mary and Johnny Lee are the newlyweds who are best by problems of housekeeping, etc. Both singing and Johnny Lee plays the piano, with pop songs waiting naturally out of the dialogue, which is replete with situations calculated to show what a new married couple is up against, such as Johnny trying to wash the dishes and dropping a handful to smithereens and making bad breaks that bring tears to his eyes.

Skills are written in such a way as to develop interest into what's going to happen next. This local talk offering is a whole lot better than some of the transcriptions of an independent station gets in lieu of a hookup from a central point. The Newlyweds' script is written by Dr. Royden N. Rand, WOKO dramatic director.

JACK WHITING

With Jeannie Lang, Jack Denny
Songs and talk
"Musical Powder Box"
30 Min.
COMMERCIAL
WABC, New York

Jack Whiting comes close to filling in the requirements of what a radio matinee idol ought to be. He starts with the varied experience of half a dozen seasons in \$5.50 musical comedy. He has had a miscellaneous experience in the varieties with its more exacting needs for speed and punch. On top of that his voice is always as good, or better, than the musical comedy romantic lead average which comes across the kilocycles.

This, however, should be qualified to the extent that Whiting needs careful song selection because of his low register and doesn't sound so well on certain types of tenor melody. And, too, a bit of a lack of variety in his repertoire. Jeannie Lang would probably be a better combination.

But more than any mere question of Whiting's talents as a singer, and of course he is not a candidate for opera, is his authoritative manner. The years of good stage direction he has enjoyed are reflected in his manner. He is a man who is in command at all times. He combines a romantic personality and vocal manner with enough aggressiveness to stand out. It is not the self-pushing, so offensive in some comedians, for example, but rather the show-wise background that steps in.

Whiting is on the Richard Hudnut program over CBS getting strong musical support from Jack Denny. The program is the ought to be, though some confusion in the sponsor's mind is reported: No particular criticism of Miss Lang. Simply a matter of type.

Hint company is used in lots of window displays, and other follow-through devices so that the combination of good show and good showmanship should bring results. Advising copy carried by the program itself is restrained in length and in claims, stressing the phrase "mirror-fresh" and recommending the Hunt powder as holding to jollity's cheeks longer.

Numbers are handled in production style, with several samples of lyrical dialogues between Whiting and Miss Lang. Love is the prime sentiment and romance, orange blossoms, and sweet day, dreams the stuff of which the program is fashioned. The broadcast in New York from Columbia's Radio Playhouse (nee Hudson theatre) where 1,100 persons can be accommodated. The program is more likely to become a radio matinee idol because in musical comedy he was aced with the girls and, since it is a radio matinee, the ladies to see as well as hear, the set-up is enhanced. Hudnut requests invited audience to reserve applause until the end of the act, due to the larger unseen audience.

Good deal of conversation has gone on the chimneys in the last couple of weeks. The need of, and simultaneous lack of, an equivalent to matinee idols. Of course the original lure of Rudy Vallee, singing and playing, and other male entertainers had a good deal of this element of acclaim. Jack Whiting seems to start with a lot of what they had and it is not right to say he has a good deal. His voice and manner are unlike anybody else's on the air.

Land.

PURE OIL DIXIE MINSTREL

Clair Shadwell and Les Everett,
producers, with A. C. Lockman
and Irwin Setzer, and "George
Foster's 10-piece minstrel band."
30 Min.
COMMERCIAL
WBT, Charlotte, N. C.

Four years ago Shadwell and Everett, the Dixie Minstrel band and ran the half-hour show weekly for two years under the sponsorship of a baking confectionery. The Dixie Minstrel is, strictly speaking, revival of this show, after an absence from the air of two years. It recalls the best of the minstrel talent from the other side of the Atlantic. Irwin Setzer, with years of troping experience in minstrels, and a new band.

Pure Oil show makes good with and improves on WBT's reputation established with the former minstrel. Studios and hallways packed with spectators, and scores of people lined up outside the station on its first broadcast Feb. 27. It will run each Tuesday night from 8 to 8:30 o'clock. The program, fruition of hard work and much more rehearsal time than some of the best air programs get, is likely to click big.

Shadwell is intercolor. Soloists are Al. Garr, Bill Elliott, John O'Daniels and Cecil Vene. These, together with Charles Little and other vocalists, comprise the cast. Pure Oil Company of the Carolinas, sponsors, are pushing the show hard, with newspaper space and thousands of pieces of advertising. The program is a 25-man radio minstrel show. A new sort of minstrel parade through the streets of Charlotte preceded the opening program, with Puro trucks decked with signs.

POLA NEGRİ

Talk and Song
"The Elliott Program"
COMMERCIAL
WABC, New York

Pola Negri, who remains a picture 'name' despite having been away from pictures for a long while, filled her first spot as guest star on the Underwood-Elliott show (CBS) Thursday night (1). She started with a few moments of singing, which she highly praised America as the land of her adoption, and then hummed and sang her recent vaude stand-by, "Paradise."

No hits, no runs, no errors. *Bi*

BERGHOFF and BEAVER

Songstress, Piano
15 Min.
Sustaining
WOWO, Fort Wayne

This is a station move to inject some class into morning hours. No hits, no runs, no errors. *Bi*

On once a week but may be added to other schedules. Duo has been doing their own arranging but professional coach might do a lot of good.

SUNNY SIDE UP

Variety Review
30 Min.
Sustaining
WCAU, Philadelphia

Basic idea of this CBS network show from Philly is the use of the Warwick Sisters trio as m.c.s., singing introductions to numbers in cute rhyme. The first number, a duet, a soprano, trembles through a number, a show tune, in a lyric voice too dramatic for the medium. The Knickerbocker, a male trio, follow with a neatly arranged act song which pleases and leads into a single by Marie Carlisle, who apes the Ramona style, but swallows her own notes in a fashion that makes the words unintelligible. A duet by the Buddie Gail and George Johnston, a tenor, gets the next spot, but the girl can't match Johnston's smoldering. The last number, a duet, a soprano, trembles through a number, a show tune, in a lyric voice too dramatic for the medium. The Knickerbocker, a male trio, follow with a neatly arranged act song which pleases and leads into a single by Marie Carlisle, who apes the Ramona style, but swallows her own notes in a fashion that makes the words unintelligible. 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SHEPARD FIGHTS PRESS

George Storer Heads WMCA, New York

First Step in Contemplated Network—Adams as Vice-President

George Storer, whose aim it is to have a third national chain in operation by October 1, yesterday (Monday) took a step nearer to that objective when he became a substantial stockholder and operating president of the Federal Broadcasting Corp., which has WMCA under a three to five year lease. Confirmation of Storer's status for the minutes will take place Wednesday (tomorrow) at a meeting of the FBC board with former Governor Alfred E. Smith, chairman, presiding.

With Storer's entry Jack Adams, who brought the Whitney-Ryan group into Federal, resigns his post as president of the holding corporation and takes the title of vice-president. Adams' new contract is based on three month periods. He leaves this week on a vacation.

Storer's conduct of the station as well as outlets' policies will, however, be subject to agreement with Donald Flamm, owner of WMCA and licensee of its wavelength, and Allen Ryan, Jr., as head of the group of Wall Street ascends that took over the station's operation last fall. No changes in personnel are contemplated for the immediate future.

In addition to his buy-in into the Federal Broadcasting Corp. Storer's broadcasting interests consists of his ownership of CKLW, Detroit-Windsor; WSPD, Toledo, and WWVA, Wheeling, W. Va.

ADVANCE PROGRAMS WAXED FOR STAFF

Chicago, March 5. Before hitting the air on March 20 with their new Wade Booth and Dorothy Day show for 'Blue Jay,' the Bauer & Black firm will let their salesmen in on the program setup by sending them test recordings.

Through the Needham, Lewis and Brorby agency here, with every radio disc studio in town climbing over each other's backs to lose money on the recording deal by offering the job at cut-rate prices.

CRC PARDONS CKK

ination Firecup Smoothed Over

Toronto, March 2. CKCL and the Canadian Radio Commission have kissed and made up after the latter had recommended that the station's license be suspended as punishment for broadcasting the Ford Motor program after being expressly forbidden by the commission to carry the CBS program. When the commission has withdrawn its recommendation for the license suspension. Closing of the station would have left 23 jobsless.

Sports-Minded Oil Co.

San Francisco, March 5. Until next football season rolls around Associated Oil is keeping its finger in the radio advertising pie by sponsoring minor sports on indie stations around here. Ad Chief Harold Dale has signed for the six-day bike races starting at the Civic Auditorium March 11 and will put them on KTAB with Ernie Smith describing 'em twice daily. Associated also is paying for 17 broadcasts of Stanford-California Pacific Coast Conference basketball games aired by KLX, Oakland.

SOUNDS LIKE PUBLICITY

Vocal Coach to Wild Ducks Criticizes Penner

Minneapolis, March 5. Prof. Oscar Quam, the north-west's greatest authority on duck calling and who conducts a school of duck quacks where city hunters may learn the ducks' language to lure them to slaughter the better, has written an indignant letter to Joe Penner, informing the latter that his duck call used by the radio is—perhaps, unknowingly—what the mama and papa ducks wouldn't want their little ones to hear.

Under separate cover Prof. Quam shipped Penner a phonograph recording of his own official renditions of the more proper ducks, so that the comedian won't commit the error again.

WGN COMBINING DISC AND FLESH

Chicago, March 5. Latest wrinkle in radio now is the combination of an ether disc and studio talent on one program. Ironized Yeast is now using that angle in order to get preferred time on WGN.

Yeast is sending in a regular five-minute disc and using the studio orchestra for an additional 10 minutes to build the program into standard length.

On three times weekly and placed through the New York Ruthrauff and Ryan agency.

Albany News Shifts

Albany, March 5.

New radio—news agreement brought changes in the broadcasts of the three Albany papers.

Knickerbocker Press—Evening News (Gannett) 10-minute programs are supplanted on WOKO by flashes from CBS. Immediately after the CBS 10:30 a.m. period Charles Lathrop, from the News mike, gives five minutes of spot, local news and promotion items. Ditto by Byron Snowden for the Press following the 11:15 p.m. CBS flashes.

Times-Union (Hearst aft) continues with its broadcasts at WGY, but omitting national news. Aircraft gives two or three spot local items.

Taking Radio Seriously

Charlotte, N. C., March 5. Rivalry between three broadcasters who conduct programs over WBT for rival brands of radio sets almost culminated in a free-for-all in the station's reception room, until members of the staff separated the three.

Grady Cole, who conducts a news events program for Stewart-Warner; Ted Doolittle, who presents 'The Village Nutsmith' for Atwater Kent, and Philco Phil, mystery singer on the Philco program, met and were discussing the three lines of radios, each holding out for his own. A three-cornered argument followed, then hot words, and finally they were taken off in three different directions just as the fists were about to fly.

KFWB'S NEW BRASS

Hollywood, March 5. KFWB shook up its staff orchestra and replaced 12 of the 17 tune-sters.

Most of the changes were in the brass section.

DAILIES-RADIO WAR IN BOSTON

Yankee Network News Service Gets Plenty of Run-around from Beantown Politicians—Press Room Given Lock and Keys.

GOES ON AIR

Boston, March 5. Dick Grant, the editor-in-chief of the Yankee Network News Service, over WNAZ last week denounced the Boston police department for its treatment of one of Grant's reporters.

Since John Shepard, president of the Yankee web, in lieu of the former news periods broadcast over its lines by four Boston papers, has set up a news agency of his own Grant has run into plenty of difficulty in lining up staff and facilities for gathering news. In endeavoring to place his reporters at strategic points these news originals of public information, but that efforts were being made to close news sources, chiefly at police headquarters.

Yankee Network applied by letter last week to Commissioner Hultman for the same privileges for its news reporters as are given to reporters of the daily press. In a conference with Hultman's secretary, August J. Gill, the assurances were given Grant that the privileges would be given, including access to police teletype reports and other means of public information, but a reporter sent to headquarters in less than an hour speedily found that his presence was unwelcome.

Lock Press Room After hours of bargaining back and forth between Superintendent King's office, the office of Leo Schwartz, Hultman's legal advisor, and network offices, the reporter returned to Grant with the story that beginning the next day the press room at police headquarters would be closed entirely to the network organization through the furnishing of individual keys by the police department.

Grant went to the State House and conferred with Gov. Ely. "I asked the Governor Superintendent King's office to give me the same chance to serve the public as is freely accorded to newspapers. The Governor's final answer was: 'I don't want to get mixed up in this thing.' He said, however, that he was willing to admit the radio reporter to his own conference with the press—provided he observed the same conditions by which the press reporters are bound."

Grant is fighting the press-dominated politicians over the air. In one broadcast he said: "The next place where we have encountered difficulty, although we had reason to believe that none would be forthcoming from that direction, was at City Hall, where Mayor Mansfield has not been able to make up his mind about cooperating with us on the same basis as he does with the newspapers."

"Where do you suppose the pressure is coming from that is so strong that public officials charged with the administration of the city seem to be afraid to move when a perfectly legitimate request is made by a perfectly legitimate news service that will serve in the neighborhood of ten million people?" (Continued on page 44)

H. J. MAXWELL'S JOB

San Francisco, March 5. Reversing a previous decision to keep vacant the assistant to the western manager's post vacated by C. L. McCarthy, Don Gilman, NBC vice prez and western proxy, has named H. J. Maxwell to the post. Effective immediately, Maxwell steps up to the new job from the desk of office manager and auditor, where he is replaced by F. V. Deltett, former assistant auditor.

Patterson Thinks Liberal Policy on Booze Will Follow FRC Demise

PLAGIARISM CHARGE

Plough Too Close to Cutex Sez Thompson Agency

J. Walter Thompson has complained to NBC that the Plough medicine show on the red (WEAF) link Wednesday nights has copied the routine of the Cutex affair with Phil Harris, which is released over the same loop Friday evenings. Thompson agency wants the network to call this to the Plough Co.'s attention and prevail upon to adopt another continuity frame for its program.

In its plaint to the web Thompson pointed out that the Cutex stanza has for the past 26 weeks billed itself as the 'Musical Cruise' and during each continuity assigned nautical titles to the various persons in the cast. Tag assumed by the Wednesday night session is Plough's Musical Cruiser with the background described as 'aboard ship' and such as 'captain,' 'first mate,' etc. used in addressing members of the cast.

Earnshaw-Young Not Contacting Sponsors Directly Any More

Earnshaw-Young's new operations policy removes this program producing concern from the field of competition to ad agencies. From now on the E-Y group will not contact advertisers direct but do all business through the latter's agencies. Same method will apply when local stations are involved.

Earnshaw-Young has opened a branch in Chicago and placed Norman Bauch, formerly with the West- sel Co., in charge.

WPTF TRANSMITTER

Charlotte, N. C., March 5. A site has been selected for four miles from Raleigh for the erection of a new 5,000-watt transmitter for station WPTF. Early approval of the site by the Federal Radio Commission is expected.

Station is now operating on extended time at night as an 'experiment' to see if it interferes with reception of a California station on the same wave length.

Here and There

Five stations in Alabama hooked together for first time Feb. 29 for Bibb Graves, candidate for governor. An innovation in the South as heretofore politicians have preferred to meet voters face to face.

United Drug has switched agencies and will use over 200 stations in plugging its spring sale. Previous station setup supported by the drug combine tallied 134. Like the others the new series consists of five-minute platters.

Lal Chand Mehra, who plays Hindu parts in motion pictures, is on three times a week at KMTB Hollywood, talking on 'practical philosophy.'

Bull Connor, sports announcer at WBRC, Birmingham, is a candidate for the Alabama Legislature.

Edith Evans, warbler, has been renewed for five weeks on the Shell Hour, Los Angeles.

Mohawk Carpet Mills through B. B. D. & O. has picked two-week 15-minute use in spots on NBC's red (EAF) link for a musical affair starting March 20. Hookup involved 19 stations.

WJR, Detroit, has the necessary sanction from the FRC and will move its transmitter to new site ready to use June 1.

San Francisco, March 5. Likelihood that the networks may take liquor accounts when the administration's radio is completed, was expressed by Richard Patterson, Jr., NBC executive vice-president, here on a swing around the western division. Patterson spent two days here with Don E. Gilman, western chief, then hiked off to Los Angeles with him for a brief stay there.

Patterson cited recent which he and M. H. Aylesworth had with the President some weeks ago in which Roosevelt the intention of supporting those mediums adding the legitimate manufacturer and dealer, who should be favored instead of the bootlegger. With formation of the new federal communications control system, the Federal Radio Commission, which has been against liquor broadcasting, will pass out of the picture, the President indicated.

Networks have been giving much serious thought to liquor accounts, Patterson said, though fearing that their acceptance might offend many dry ears. That same fear of offense has resulted in NBC's turning down more laxative accounts, Patterson said.

Exec also predicted the beginning of sponsored international broadcast, stating that NBC is working on at least one account now, which, before the year is out, might become the first international broadcast for a bankroller.

Los Angeles, March 5. Richard C. Patterson, Jr., exec. v.p. of NBC, left here Friday (2) for the east after an inspection tour of coast chain outlets. He was in Los Angeles three days, spending most of his time at the NBC studio on the Radio lot.

He went from here to Phoenix, Ariz., and plans to take in stations in Texas and the Southern Atlantic states before arriving back in New York in time for the NBC board of directors' meeting, March 16.

GAS BUGGY COMPANY EYES DETROIT ACTS

Detroit, March 5. One of the national automobile manufacturers is known to be giving the local stage shows a weekly inspection with an eye to uncovering talent that might be used on his national radio program. While Ford is rumored it might be either General Motors or Chrysler.

Ford is rumored as the interested party as he is supposed to be contemplating expanding his current program over CBS to include guest stars. Amos and Andy, while playing the Fox Theatre here were offered \$10,000 for two broadcasts, but Pepsihold holds an exclusive radio claim upon their services.

TITLE SIMILARITY

Can't Be Two American Broadcasting Systems, Is Warning

Los Angeles, March 5. Charging infringements of its name, American Broadcasting System, with headquarters here, has served notice on the American Broadcasting System recently announced in New York, requesting that the latter change its title or court legal entanglements.

Notice to cease was served on the chair of William M. Fox, coast showman, who claims priority to that title since June, 1918, during which time intervening campaigns have been conducted in numerous western and midwestern states by means of etherizing and loud speaker programs.

THE ARTISTS BUREAU... OF THE COLUMBIA BROADCASTING SYSTEM

presents the following artists
under its exclusive management

Rhoda Arnold
Boswell Sisters
Connie Boswell
Elizabeth Barthell
Taylor Buckley
Marion Bergeron
Charles Carlile
Crane Calder
Abram Chasins
(Radio only)
Morton Downey
Do Re Mi Trio
Emery Deutsch
and his Gypsy Violi
Mary Eastman
Eton Boys Quartet
Evan Evans
Sylvia Froos
Fray and Braggiotti
Five Spirits of Rhythm
Fred Feibel
Tito Guizar
Connie Gates
Arthur Godfrey
Edwin C. Hill
George Jessel
H. V. Kaltenborn
(Radio only)
Roger Kinne
Kennan and Phillips
Little Jack Little
Ann Leaf
Edith Murray
Evelyn MacGregor
Melodeers Quartet

Lon McAdams
Gertrude Ni
Gypsy Nina
William O'Neal
The Playboys
Earl Palmer
Bill Perry
Phil Regan
Reis and Dunn
Carson Robison
and his Buckaroos
Claude Rees
Charles Robi
Kate Smith
Col. Stoopnagle & Budd
Bob Standish
Vera Van
Alexander Woolcott
Tony Wans
Mark Warnow
Frederic William Wile

SPECIAL ANNOUNCERS AND ACTORS

Andre Baruch
Hugh Conrad
Paul Douglas
Stephen Fox
Ted Husi
Keri Roberts
David Ross
Harry VonZell
Davidson Taylor

Bert Parks
William Randal, Jr.
Carlyle Stevens
William Brenton

ORCHESTRAS AND CONDUCTORS

Howard Barlow
Ray Block
Leon Belasco
and his Orchestra
Jeno Bartal
and his Orchestra
Charles Barnett
and his Orchestra
Glen Gray and his
Casa Loma Orchestra
Jimmy Carr
and his Orchestra
Benny Carter
and his Orchestra
Emery Deutsch
Eli Dantzig
and his Orchestra
John C. Diehl
and his Orchestra
Jerry Freeman
and his Orchestra
Felix Ferdinand
and his Orchestra
Johnny Green
George Hall
and his Orchestra
Claude Hopkins
and his Orchestra

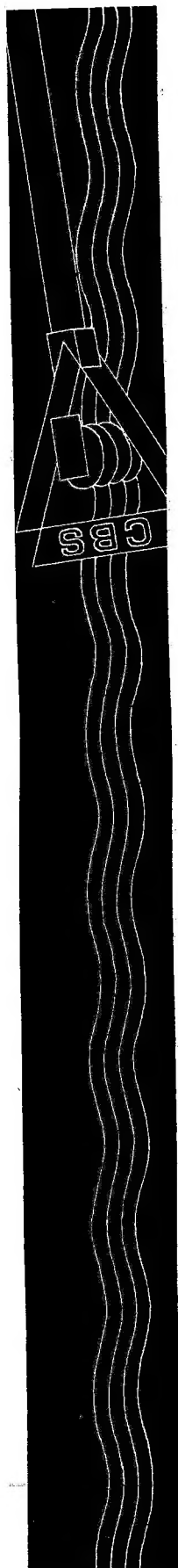
Billy Hays
and his Orchestra
Isham Jones
and his Orchestra
Andre Kostelanetz
Albert Kaveli
and his Orchestra
Little Jack Little
and his Orchestra
Enoch Light
and his Orchestra
Allen Leifer
and his Orchestra
Frank La Marr
and his Orchestra
Richard Messner
and his Orchestra
Ozzie Nelson
and his Orchestra
Pancho
and his Orchestra
Freddie Rich
and his Orchestra
Jacques Renard
and his Orchestra
Louis Russell
and his Orchestra
Sam Robbins
and his Orchest
Mischa Roginsky
and his Orchestra
Leith Stevens
Harry Simeone
Vincent Travers
and his Orchestra
Fess Williams
and his Orchestr

The Artists Bureau also offers the concert and opera artists under the direction of the
COLUMBIA CONCERTS CORPORATION OF COLUMBIA BROADCASTING SYSTEM, INC.

THE ARTISTS BUREAU OF THE COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE, NEW YORK CITY WICKERSHAM 2-2000

STAFF:

Ralph J. Wonders, Manager • F. Leroy Wilson, Business Manager • Peter DeLima, Assistant Manager • Paul Ross, Theatre Bookings
Al Zugsmith, Orchestra Bookings • Neil Conklin, Orchestra Bookings • Maxine Freeman, Club Engagements • Edmond Supple, Publicity



Press with No Direct Revenue from Baseball Grumbles as Stations Seek To Commercialize Season's Games

Chicago, March 5.

Another rumormongering in newspapers and radio is in the making over the increasing tendency of the etherites to invade the baseball field. Radio is making every effort to turn the tide of baseball away from night games to daylight in the hope of selling them as commercials.

Radio has found baseball profitable, and so have the stations. But there is a constantly decreasing supply of baseball as the minor league parks shift from day to night ball games. And for radio there is no possibility of evening broadcasts because of the competition and right-of-way the big network shows.

Newspapers are starting to get their backs up again over this new phase of competition. Newspapers have never made any direct money from baseball, other than from a circulation standpoint. And there is no question that the newspapers

have made baseball the great national pastime. From sandlots right up to the World's Series baseball gets more free space than any special feature in newspaperdom.

Which Way to Turn?

Baseball itself is still largely skeptical of radio and feels etherizing might hurt attendance.

In New York, radio is absolutely taboo. Likewise in Pittsburgh and this year in St. Louis though that town had radio broadcasts last season. The Cleveland club is keeping radio out by asking \$7,500 for the radio rights. In one town last year, after barring radio, the ball club appointed a quartet of guards to see that no radio man got into the park and if they did get in not to allow them to get to a telephone, no matter what excuse.

However, this doesn't worry radio as much as the night ball games are concerned. Radio figures that as long as the games are daylight radio will get a crack at them, if not this year then next.

This worry is particularly annoy-

ing in the small town situations where night games are the rule. For instance, the Wheaties company, having some additional coin to spend decided to use baseball in several towns. And then ran into difficulties. Because of the night situations, Wheaties was able to locate only two spots for sponsorship, Des Moines and Buffalo.

Portland, Ore., March 5.

Exclusive rights to broadcast games played this season by the Portland baseball club has been granted to station KEX. This was announced by Thomas L. Turner, president of the club, following the signing of a formal agreement.

Terms of the agreement specify that KEX will release not only the games played out of town, as has been done by local radio stations in previous years, but all games played in Portland as well. Present plans by KEX call for covering the seventh, eighth and ninth innings of all home games. The agreement also provides for telegraphic coverage of games played out of town. The announcer will be Ben Truitt.

The first game KEX will broadcast will be the opener, April 8, at Los Angeles. The first home game will be April 17, with Hollywood playing at Portland.

To stimulate interest in baseball and baseball broadcasts KEX announced plans to form a baseball school. Sessions will be released over the air. There will be two classes, Class A for boys old enough to be prospective players for the Portland Club and Class B for boys of grammar and junior high school age.

Cincinnati, March 5.

While Powel Crosley is the principal owner and proxy of the Cincinnati Reds baseball company, the business affairs are handled by Larry McPhail, gen. mgr. Latter

Petrillo Bans Chi Musicians from Simultaneous Broadcast-Recording

Chicago, March 5.

Jimmy Petrillo, president of the Chicago Federation of Musicians, last week cracked down on all radio discing taken simultaneously with broadcast and recorded directly from the broadcast wires. Has ruled that radio platterizing is a separate function and industry and therefore must be conducted entirely separate from ethering. This ruling, of course, holds as long as

there are any musicians on the program.

Under the previous arrangement radio discs could be taken off the broadcast wires on the payment of an additional stipend of \$30 per man per disc. With the new order in effect no direct off-the-wire recording is permissible despite additional coin for the job. Recorded shows must now be turned out either before or after the broadcast.

Chicago rates as the first town thus far to insist upon this flat and distinct cleavage between broadcasts and recordings. Petrillo this week will hold a meeting with Jos. N. Weber, president of the American Federation of Musicians, upon further development of this ruling.

last week called representatives of Cincy's five stations together for a discussion of rates covering this year's radio concession. McPhail explained that Crosley is maintaining a hands-off policy and placed him entirely in charge of whatever settlement is agreed upon. McPhail set \$4,000 as the price for exclusive rights—\$2,500 apiece for two stations and \$2,000 apiece for three stations. These figures guarantee a minimum of 86 games for broadcast, only 13 of which are to be home games. And for the out-of-town games the station or stations pay the wire charges. Additional compensation for the ball club is demanded in the form of five announcements each day, between 10 a. m. and 2 p. m. for home games, and frequent noon and evening programs in the course of the season, on which are to be heard talks by Reds and visiting players. McPhail also reserves the right to say how many commercial accounts may be linked with the baseball broadcast-

ing. McPhail set another meeting of the broadcasters for this week, when he asked them to submit acceptances or counter proposals of his scale.

Gillette Safety Razor Co. has placed minute recordings on a twice daily scheduled for 26 week days through March on 141 stations. Discs produced and time booked by the World Broadcasting System. Ruthrauff & Ryan is the agency.

Marmola Co., Chicago, through the Kaster Agency has placed on KMBC, Kansas City, and KMOX, St. Louis, for 13 weeks 15 minute recordings, 'Lovemaking Incorporated,' at the rate of two a week. World Broadcasting produced cleared the series.

LYN MURRAY and

the FOUR SHOWMEN

Wed. 11:15 A.M.

CBS

'X MARKS THE SPOT'

Sold to National and Local Accounts
BETWEEN 6 and 10:30 P. M.

• indicates available time

Proof That
ADVERTISERS PREFER

WDRG

1000 WATTS

FULL TIME 16 HOURS DAILY

The Advertising Test Station
in the Advertising Test City
Basic CBS • Associated Tanked Network
HARTFORD CONNECTICUT

Mar. 1934	6P.M.	7P.M.	8P.M.	9P.M.	10P.M.
SUN.	•	•	•	•	•
MON.	•	•	•	•	•
TUES.	•	•	•	•	•
WED.	•	•	•	•	•
THURS.	•	•	•	•	•
FRI.	•	•	•	•	•
SAT.	•	•	•	•	•

PERSONAL RADIO—THEATRICAL—SCREEN MANAGEMENT THOMAS LEE ARTISTS BUREAU

BOOKING REPRESENTATIVE FOR DON LEE BROADCASTING SYSTEM

TED BRAUN

Manager

ELLIS LEVY

J. C. LEWIS, JR.
Associates

ROBERT BRAUN

SAN FRANCISCO OFFICE
STATION KFRC

LOS ANGELES OFFICE
STATION KHJ

Hello Everybody

BOAKE CARTER

Speaking

STATION WCAU PHILADELPHIA

MIDLAND BROADCASTING CO.
Station KMBC Kansas City, Missouri
New York Office: 17 East 42nd Street
Phone: Eldorado 5-1078

First
IN THE HEART OF
AMERICA

KMBC

THE CADETS
QUARTETTE

4:45 P. M. Week Days
(Sendin)
CBS Mon. and Thur. Nite

FRED FEIBEL

ORGANIST

Broadcasting daily weekdays on CBS
Organist, Paramount, New York

GLEN GRAY

and his

CASA

LOMA

Orchestra

Camel Caravan for
William Esty & Co.,
WABC-Columbia
Broadcasting System,
Tuesdays and Thurs-
days, 10-10 30 P.M. EST.

Nightly in the Colon-
nades, Essex House
Summer Season 1934,
Glen Island Casino,
New Rochelle, N. Y.

Winter Season
1934-35, Essex House

BRUNSWICK RECORDS

Personal Management
F. C. O'KEEFE

THE
MILLS
BROTHERS

*Four Boys
and a Guitar*

Woodbury Hour for
Lennen & Mitchell,
WABC-Columbia
Broadcasting System,
Mondays, 8.30-9 P.M.

"Operator 13" for
M-G-M, "Hot Air" for
Warner Bros., "Strictly
Dynamite" for RKO

Opening May 7th, Pal-
ladium Theatre and
Mayfair Hotel, London

BRUNSWICK RECORDS

Personal Management
THOMAS G. ROCKWELL

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES

RKO BUILDING · ROCKEFELLER CENTER · NEW YORK CITY · CIRCLE 7-4886

RADIO CHATTER

New York

Sisters of Skillet and Joe Penner did cello guesting for Paul Whitehead at Baltimore.

Harbert Kerkow off "Sales Management" and now in Detroit.

George Jessel returns from Florida March 12.

NBC points out that President

Roosevelt in his first year in office spoke 26 times over the air, or once every fortnight.

Gertrude Berg played her 1,000th script for Pepsodent and NBC on March 2.

George Jessel raised \$2,000 for his pet charity with a Florida benefit performance.

Frank Novak and Frank Banta form a piano team under the title "Octopus of the Piano".

Anthony Frome plays that postponed Paramount N.Y. date March 3.

Charles Previn goes to Chicago for a commercial after eight months leading Paramount theatre orchestra.

Whitney Bolton's reaction to his first broadcast over WNEW inspired him to an imaginative article comparing the experience to Sing Sing with Announcer Ted Webbe as his executioner.

Groucho Marx family is motoring in from California to join the comico who is now a radioite.

Vera Van goes back with the George Jessel CBS sustainer on March 17.

CBS has added a Wednesday night spot to Edith Murray's schedule making it two a week in all.

JIMMY KEMPER

THE MEXICAN MINSTREL

TITO GUIZAR

Mid-day Serenade Sunday 11:30; Thursday 6:30 P. M.—WABC
Management—COLUMBIA ARTISTS BUREAU

Colonel Stoopnagle afflicted with laryngitis all last week but did both his Camel shows.

Molle hands renewals as of this week to the Jesters and Shirley Howard.

Colgate's Arthur Boran, dialect comico, goes into Roxy, New York, week of March 12.

A year's incumbency at the St. Moritz hotel appropriately celebrated Tuesday (6) by Leon Belasco.

Phil Spitalny has lost social standing since becoming a Kentucky colonel.

John Royal went along with NBC's contingent of talent for the White House Correspondents' dinner in Washington.

Niela Godelle, Buddy Roger's warb standby, stays on in New York for a make contract.

Jack Davidson, Ruthraut & Ryan's network program contact, may switch to Briscoe & Goldsmith, talent and literary booking office.

Modern Screen Review affair on WMCA, New York, and WPRO, Providence, has been renewed, with Robert Lindrum, Sam Taylor and Conrad and Tremont retained.

Jack Denny wouldn't take a cut on the American Oil whirl on CBS unless it was for 21 weeks. Katz agency offered eight at a clip or the stretch stipulated by the bandman if his services became exclusive.

Proposition no go either way and Freddie Martin replaced Denny.

Maxwell House no want Annette Hanshaw to take elocution lessons.

Tom Luckenbill, J. Walter Thompson producer recently moved in from Chicago, has been assigned to the Royal Gelatine, Jergens and the New York and of the Chase & Sanborn shows.

Eddie Fesby has been added to Pure Oil's Saturday night sessions over WJZ.

John J. Trous, reader for book

publishers, told 'em over KNEW last Tuesday (27) something about the inside of the publishing business.

Leo Reisman has Thomas Nevins, who hails from Washington, D. C., back on his Philip Morris show.

Philadelphia

Irv Strassman, WDAS chief engineer, left the station last week to connect with RCA as microphone technician.

True story about Jerry Crowley, WIP program manager, is that Crowley really had that offer to go into the Russian Embassy, but turned it down. Jerry studied at the Foreign Service School while at Georgetown, before coming to Philly.

John Hays subbed for Andy Stanton, WIP sports aleraster, while the latter journeyed to Florida for the heavyweight go, with Ray Fabiani, dean of Philly's wrestling promoters.

WCAU cooking school receiving a temporary setback while its conductor, Elsie Carol, takes time out for a bad case of mumps.

Comely Doris Chalfonte, WCAU blonde hostess, leaves the studio for an advertising connection with the McKee Albright Agency.

WIP aired the 51st annual banquet of the class of 1883 of Philadelphia Central High School—one of the oldest schools in America. Ellis Gimbel, of the department store family, who is president of the class, acted as the program's master of ceremonies.

WFI planning local build-up for Anthony Cude's act, "Tony and Dandelion". Show is town's only comical, recently imported from Chicago.

Three Roberts Brothers in town for a night club show. First got their start on WIP.

Mrs. George Strawbridge, spouse of partner in Strawbridge and Clothier store—which owns WFI, never went on the air until asked to do so recently by Helen Grey, the outlet's press agent.

Adams Chiclets making promotion tie-up for newspaper advertising in Philly and New York by featuring pictures of other stars. Locals used were Helen Warwick, Carlotta Dale and Larry Tate—who each got a box of gum for the time.

All Philly newspapers, always down on space for radio, may be loosening up. Most sheets viewing prospective short-wave feature with kindly eyes. Only columns in district are Dot Love's on the "News", and "By Gosh!" in the Courier-Post.

Mid-West

Harry Shaw has been elected chairman of the Iowa state advisory board to the national emergency council to assist in the affairs of the national recovery administration in Iowa. He is president of the Waterloo Broadcasting Co.

WMT, and one of three members of the national code clarification commission under the federal radio commission.

Dick's DuGuard, Chatterbox dancer on Lester Spencer's "Question Box" hour over WGI, Fort Wayne, and telling of her experiences as extra in some of those big Hollywood extravaganzas.

Bob McGrew and Hotel Fort Des Moines orchestra started a new 6:30 p.m. series March 4, every Sunday with guest artists from all sections of the state to feature programs, bolstered by vocal team and Garnette Arrick, harpist, over Central Broadcasting company outlet WHO-WOC.

KSO, Register-Tribune, Des Moines, Iowa, outlet, clicked on a musical potpourri Sunday night feature 8 to 8:30 and will continue indef. Features Bernie Lowe's orchestra, Brooks and Pierson, the Happiness Lads, the Three Jays, Jean, Joan, Jerry—Harmony trio, and Lloyd Hundling, tenor.

Wife of Edwin J. Ellis, auditor of the Crosley Radio Corp., Cincinnati, died March 2 at their home, following a brief illness.

East

Sammy Kaye's orchestra, playing at the Hendrick Hudson Hotel, Troy, N. Y., broadcast over WGY a program dedicated to Ohio State University and its president. Ohio U is the alma mater of every member of the band.

WGLC, Hudson Falls, N. Y., has increased its use of Columbia programs after having curtailed them for the last two months. Dick O'Connell (Continued on page 52)

ROGER WHITE

ORGANIZATION

RKO Building
Radio City, New York

Current Productions

LIMIT 7-STAR REVUE
OHRBACH PROGRAM
KARO SYRUP
KREMEL
MAZOLA
LITTMAN PROGRAM

Artists Featured:

Ernie Kaye	Frank Parker
Ferde Grofe	Fedre de Cordoba
WM Osborn	Ben Alley
Mike Mariani	Betty Kay
Gene Frohman	Vagabonds
Ted Hasting	Leaders Trio
	Ed. Cashman

Are You Listenin'?

When I spend money for an Ad I want it to do good. So I hope this one will encourage some artist who is panned by would-be critics and is discouraged about it.

Listen! On May 1933, "Variety" handed Tony Wons this bouquet:

"When Tony Wons was red hot as a radio name there was a better reason for a stage turn by him than now. He's no longer the star that he was in radio, where he belongs, which lessens his value for the stage, where he doesn't belong."

Now, let's look at the reaction observation Tony Wons has.

Landed a year's commercial on 10 CBS stations; broadcast 150 times; played in leading theatres throughout America; received 200,000 letters; sold thousands of Scrapbooks; made money for radio stations, his sponsors, theatres and himself—the best year of his career; and is at present rehearsing a new show.

All of which, my fellow artists, proves that some of the critics may be wrong most of the time.

GOOD LUCK

Tony Wons

CBS

DON LEE

BROADCASTING SYSTEM

WESTERN UNIT

OF THE

Columbia Broadcasting System

Currently being released from our California Studios to the entire Columbia network are the following programs:

General Cigar Company.....Guy Lombardo—Burns and Allen
Woodbury Soap Co.....Bing Crosby—Gus Arnheim
Old Gold Cigarettes.....Ted Fio Rito—Dick Powell
Pontiac Automobiles....."Surprise Party"—Raymond Paige
Charis Company.....Louella Parsons—Raymond Paige
California Melodies.....Raymond Paige and Movie Celebrities
Catherine the Great.....Historical Drama.

HEAD OFFICE

KHJ

LOS ANGELES

A RECORD BROADWAY ENGAGEMENT—THREE YEARS SOLIDLY AT THE HOTEL TAFT, NEW YORK

GEORGE HALL

and his

COLUMBIA BROADCASTING ORCHESTRA

Exclusive Management COLUMBIA ARTISTS' BUREAU

MYRT and MARGE

3rd Year Columbia Broadcasting System; Chicago

RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

OUTSTANDING STUNTS: PAN-AMERICAN EXPRESS (Station WSM, Nashville)

Nashville.
Every afternoon at five o'clock the Pan-American Express, crack train of the Louisville and Nashville railroad is heard in actual reproduction over Station WSM as the flyer zooms by a certain point.
WSM has a mike in a booth built alongside the track and as the express roars down the steel boulevard the mike picks up the whistle which the engineer prolongs for the benefit of the radio. Mike remains alive as the cars click over the rails and are lost. It takes only a minute or so but there's an atmosphere of authenticity, excitement, and romance about it. A short commercial announcement about the Louisville and Nashville's passenger service follows.
Stunt is memorable and brings the express into the lives of radio listeners in much the same manner as it enters the lives of farmers living

adjacent to the railroad tracks. It's something to set clocks by.

WDAS' Sports Club Philadelphia.

Neat idea being started here by "W." sports commentator of WDAS. For some time this nightly program has favored the kids, getting a tremendous response; so I. W. has organized a Sports Club of the Air for the purpose of creating open parks for the youngsters, improving playgrounds and possibly tie-up with a summer camp. To date the club totals a membership of 2,000.
Meetings are held monthly in a local theatre and well-known athletes have already joined in the effort to put this thing across. Howard Berry, former Penn grid grad, as honorary head, has accepted membership from Jerry Nugent, owner of the Philly Nationals. Harry Struhdrer, football coach of Villanova; Connie Mack, Bir Bill Tilden, Mickey Cochrane, Bing Miller, and famous representatives from all fields of sports. In joining the kids are required to fill out a questionnaire listing their favorite

pastimes and interests; and from these tabulations the club has been able to secure substantial prizes offered as awards during frequent contests, with a local aviation school giving a \$500 scholarship to be won in open contest.
Although the club is not directly sponsored by the station, but by the sportscaster instead, the outlet has found the organization coming into such prominence that sponsorship may result. The okay of the mayor, city officials and big names in sports has afforded the air feature loads of news space in publicity. No fees are charged the kids for membership, and prominent people are donating liberally.

sets Emergency Hartford.

For two weeks this city and most towns in the vicinity have been beset by huge snow storms which inflicted hardships upon the entire country. WDRC, with a small staff, turned over its facilities to the populace with broadcasts every fifteen minutes for three solid days on news flash news items, reports of meetings, schools' closings, road conditions and other news bits that arose during the day.
When calls came for seeking national and foreign news Hartford newspapers sent staff reporters into WDRC and WTIC with regular broadcasts for fifteen minutes at a time.
Efforts for these stations brought favorable comments from listeners and civic organs and for the first time in many years the newspaper really gave some space to the good work radio can do.

is By ir New York.

Stunt that Grapenuts (General Food) had arranged to pull during the Byrd expedition broadcast of the previous Saturday (24) went askew because the physician involved found that the Academy of Medicine would frown upon his participation. Rather than risk censure from this source he bowed out at the last minute.

Through one of the wireless messages received from the Antarctic General Foods learned that one of the men in the crew had seriously wrenched his back. Account then obtained Dr. C. L. Crampton to do a diagnosis by shortwave during the course of the program and also suggest a remedy. The medical exchange was to be a part of the regular broadcast over CBS. Time was allowed for this in the script prepared for the broadcast and the withdrawal of the physician required a hurried revision of the broadcast just an hour before the hour of release.

Oxydol's Dish Mop Chicago.

Prize contest for the naming of a dish mop was worked into the script of the "Ma Perkins" Oxydol sketch, over NBC, members of the cast making direct appeals to listeners to enter the affair. 210 cash awards offered.

Without the Cod New York.

Health Products commercial copy on behalf of their strawberry-flavored codliver oil pellets is a gem of its kind. Codliver oil as manufactured by the humble North Atlantic deep sea denizen is described in language that a small boy, given a Harvard vocabulary, might endorse. It is, says the script from McCann-Erickson, "a thick, fleshy-smelling, nauseous fluid." But all that has been changed. Codliver oil now is available in pills that, one is persuaded to believe, are something like a lover's delight sundae.

Street Corner Vodeling Charlotte, N. C.

For a Washington's Birthday "Man on the Street" program, over WBT, passers-by joined in the mass singing of patriotic songs instead of the usual interviews on pertinent questions of the day.
Stunt was tried Christmas with carols, to great success. Clear Shallow and Grady Cole handled the broadcast, with a brass quartet

furnishing the background for the singing. The program originates on a busy street corner near the studios. While most folks seem to speak their mind better than they raise their voices in song, it made a good novelty.

Alert Printer. Pittsfield, Mass.

Synopses of the operas broadcast by Lucky Strike are being offered to the public by the Eagle Publishing Company, which prints the Berkshire Evening Eagle.
The price is 15 cents.

Raps Court Pick-up San Francisco.

Beginning a thrice weekly series of broadcasts direct from the courtroom of Municipal Judge George Steiger, KJBS has run into protests from the Frisco Bar Association, which claims the broadcasts are undignified.

Radio hook-up was engineered by Ralph Brunton, manager of the indie station, who put the mike into the chambers for half hour periods each Monday, Wednesday and Friday morning. Judge Steiger started first show off with a brief resume of what was to follow, and the prosecuting and defending attorneys, if any, and the plaintiff and defendant alike each had a crack at the mike.

Daily papers, in a town where there's a close spirit of co-operation between sheets and stations, largely

because of affiliations, didn't pan the enterprise as was expected. Instead they played it up, carrying pix and stories. Only one, Hearst's p.m. Call-Bulletin, quoted barristers and other jurists on the idea, most of them deprecating such a policy.

But after two broadcasts S. F. Bar Association adopted a resolution calling upon the State Judicial Council, the Supreme Court and the State Bar to cause the discontinuance of the broadcast.
No further action has been taken and remote control continues.

WCAX After Students Burlington, Vt.

WCAX is trying to round up all the local youngsters studying music into a club. Selected members will be given an opportunity to broadcast once a month. Another contest for youngsters, is a letter writing contest on music appreciation with prizes for the best compositions. Plan may eventually work into a tie-up of some kind with local music schools.

Conservative Philly Philadelphia.

Local department of education, usually frigid toward the ether, is going in for air tieups in a big way. With the okay of Dr. Edwin C. Broome, superintendent of the Philly public schools, WIP is airing a series of weekly programs under the sponsorship of the city's education (Continued on page 50)

A Music Publisher Commends the Columbia Broadcasting System

- ...for the many courtesies which it extends the members of the publishing profession.
- ...for the splendid feeling of co-operation which has been created between CBS and the music publishers.
- ...for its recognition of the fact that the music publishing industry is an all-important factor in the success of Broadcasting.

Jack Robbins

ROBBINS MUSIC CORP.

GEORGE JESSEL

Acknowledges

The Sensitive Understanding of

RALPH WONDERS
JULES SEABACH
JEAN HIGHT
FREDDIE RICH

and

THE COLUMBIA
BROADCASTING SYSTEM

Personal Representative
ROBERT MILFORD

Management
COLUMBIA ARTISTS' BUREAU

Columbia Broadcasting System

MARK WARNOW

Musical Director, WABC, New York

BORDEN'S "45 MINUTES IN HOLLYWOOD"—Saturday, 8-8:45 P. M.

"Presenting MARK WARNOW," Monday, 10:30-10:45 P. M., Coast to Coast

Sponsored Programs 1933—Postum All American Football Show, Vicks, and Others

MANAGEMENT COLUMBIA ARTISTS' BUREAU

Free Broadcasts, Paid Concerts Dual CBS Policy at Hudson, N. Y.

Columbia broadcasting System plans a departure in the policy and conduction Hudson, N. Y., which recently taken under rental for a year, renaming it Columbia's Radio Playhouse. House will be used for recitals by artists of the Columbia Concert Corporation in which CBS has a 50% interest. Admission will be charged for the concerts but the recitals will not be broadcast.

That will give the house a dual policy, broadcasting being conducted with no admission charge as heretofore. There have been but half a dozen broadcasts weekly, considerably under the number planned. It was these free broadcasts along with others that roused a little comment among showmen, who protested to the radio Code Authority. Staff at the Hudson has been considerably reduced and instead of 17

people on the payroll, three ushers and one superintendent are retained.

Concert arm of CBS has been conducting recitals at the Guild theatre. However, with the broadcasting schedule reduced, the theatre has become available for the concerts and means a considerable saving in their presentations. Admission scale for recitals will probably be the same as at the Guild and other auditoriums.

Contracts between the ad agencies and the air chains generally stipulate that no admission can be charged for any broadcast. That provision has been something of a problem with Ed Wynne, on tour with his own show. Up to now there have been no Tuesday show performances but starting March 20 Tuesdays will be included, the regular performance being played and the broadcast given without extra charge.

Wynne's tour started badly, had

weather being partly blamed. Takings three days in Boston totaled \$8,000, which was 50% of the expected gross. Takings in other stands are being watched with some interest because of the theory that Wynne's broadcasts may have affected his theatre draw, the contention being that air fans won't pay \$2.75 to see the comic in action. Wynne's show costs \$12,000 weekly to operate.

Radio Reports

(Continued from page 42)

ing by the Florio entertainers that any buildup for Powell is destroyed. Program can stand considerable more comedy than at present and possibly less extraneous chatter, such as those lines about Powell's golf game which didn't belong.

Bankroll and agency deserve a back seat for commendable style in which advertising is handled. Consists chiefly of the theme song, 'You're an Old Smoothie,' pertaining to the giggle, and no fear or force psychology involved. Simply 'Try an Old Gold some time; you'll like it' idea, and it's a pleasure to the ears. Kenneth Miles the announcer, and he, too, does a good job.

Review is written after hearing several of the shows, and each was an improvement over the other, being snapped and tightened up considerably.

Back.

WOKO PLAYERS

'Joan of Arc'
30 Mi.
Sustaining
WOKO, Albany, N.Y.

In the WOKO Players, this Albany station has a group composed of exceptional quality and versatility. Featuring biographical dramas on an early Sunday night spot, the players leaped in one week from George Washington to Joan of Arc. Inventors, as well as other important figures of history, form the basis of the presentations. A cast of 14 competent players have been assembled under direction of Dr. Royden N. Rand, WOKO drama director. Dr. Rand also writes the continuity.

'Joan of Arc' was given a vivid portrayal with the various sequences providing a rapidly shifting panorama of the highlights in the life of the maid of Orleans. Sound effects heightened the scenes.

Wise limiting his comments to bare essentials to build up the background, Dr. Rand, as narrator, set the stage and brought a class to the program that not even a plug for horseradish could erase.

As Joan of Arc, Germaine O'Brien Gleason exercised admirable restraint in a role that easily could be overdone by excessive dramatics; just a straightaway characterization without any frills.

Others in the cast were Harold Stephen Cole, Al Kellert, Grenfell Rand, William Winne, Harold D. Alexander, George F. Kehn, Mildred Irene March, Ethel Robinson Cole and Carl Playford.

WOKO has been presenting these biographical dramas for almost six months and they are a bright spot among the station's local programs.

Radio Showmanship

(Continued from page 49)

tion bureau... Time being used is the popular kid's period with Uncle Wip, daddy of children's hours.

Idea is to use orchestras, dramatic groups and talks by students and instructors of all the local high schools, and marks the first time the board has actively approved anything like this present set-up.

Iveaways

Chicago.

Penetro company, which has the 'Musical Cruiser of the Air' show on NBC with the Vincent Lopez band, is running an auto giveaway contest on letter writing. But is asking for two sales instead of one. Letter writer must enclose empty cartons of the two products Penetro Salve or Drops and the St. Joseph Aspirin carton.

Prize weekly is choice of Plymouth, Chevrolet or Ford.

Window Display

Baltimore.

In connection with the NBC (WJZ) program, 'Art of America,' which WEAL transmits, the local station has secured a front window of the newly-erected Public Library,

Wire Charge Scheduled to Go Off As Pacific Coast Production Tonic

and, along with a placard plugging the broadcast, has set up as eye-catchers, a display of 2, 5, 50 and 250 watt tubes and a 10,000 watt water-cooled vacuum tube that WEAL uses at its transmitting station. Also an inscribed carbon mike on a stand.

Library has contributed a score of volumes to the widow, tones concerned with or surveying 'American Art' from beginning to close of Civil War. Tie-up represents the first locality between ether station and municipal institution.

instrel Parade

Charlotte, N. C.

Immediately preceding the inaugural broadcast over WBT of the new Dixie Minstrel program (once weekly) a minstrel parade was staged through the streets of Charlotte in the form of a fleet of trucks of the Pure Oil Co. calling attention to the program.

Newspaper space, heralds, handbills, etc., also used to whoop-up attention.

NBC may effectively by April eliminate entirely the telephone line charges for commercial shows picked up from Los Angeles. Toll for this service as it now stands is \$225 if originated from the RKO studios Hollywood and \$235 if KFI, Los Angeles, is the source.

In return for advertisers are expected to forego a half minute from the beginning and ending each of their programs to allow for the ordinary line switch-over by the A. T. & T. traffic department. If NBC goes through with the contemplated removal of wire reversal charges it is expected that CBS will follow suit.

Lifting of the west to east charges, say ad agency men, will result in a hefty increase of programs originating from the Hollywood sector.

Something New About FREDDIE RICH

MUSICAL DIRECTOR for the
COLUMBIA BROADCASTING SYSTEM

RADIO'S MOST IMPORTANT PROGRAM

ing to a Nation Wide Poll of Radiators in 'Radio Stars'

1—* * * *—FREDDIE RICH ENTERTAINS...
"fast, skillful, competent air-fare"

2—* * * *—FLEISCHMANN HOUR WITH RUDY VALLEE...

The only two five-star features selected, an unusual tribute from a definite authority

Some of The Sponsored Programs Conducted by Freddie Rich: Menner's, Vitality Shoe, Chrysler, Veedol, Necco, Postum, Weed Chains, La Palma, Vitaphone, Tydol, Squibbs, Rit

Some of the STARS for whose Radio Show FREDDIE RICH was selected as conductor

WILL ROGERS
MARIE DRESSLER
EDDIE CANTOR
GEORGIE JESSEL
BING CROSBY
MORTON DOWNEY

KATE SMITH
HELEN MORGAN
FANNIE BRICE
BETTYE DANKER
SOPHIE TUCKER
BOSWELL SISTERS

GINGER ROGERS
GERTRUDE LAWRENCE
FRANK FAY
BARBARA STANWYCK

Management

COLUMBIA ARTISTS' BUREAU

CBS BILL AND GINGER

Arthur Q. Bryan Scripting

Mueller Macaroni Products

Mon., Wed., Fri.
10:15 A.M.

KAY THOMPSON COLUMBIA BROADCASTING SYSTEM KHJ

Johnny Green

Musical Director

OLDSMOBILE Program-WABC

Tuesday and Friday, 9:15 EST, Coast to Coast
COLUMBIA NETWORK

COMPOSER OF

"BODY AND SOUL" "I'M YOURS"
"OUT OF NOWHERE" "I WANNA BE LOVED"
"I COVER THE WATERFRONT"

ALSO MUSICAL SCORE FOR
Jack Buchanan's "MR. WHITTINGTON"
Currently Hippodrome, London



THE DRAMATIST OF SONG

EDITH MURRAY

Recently Returned from
London Lead in
"Good News"

Now Stopping Shows in Metropolitan Theatres and Clubs

Heard Several Times
Weekly
CBS—Coast to Coast

Exclusive Mgmt.
CBS Artists' Bureau

Personal Representative
Irvin Z. Grayson

FRANK WILSON

EVANS FUR CO.

Monday to Friday, 11:45 A.M. - 1:00 C.S.T.

Sunday, 4:30-5 P.M. C.S.T.

COLUMBIA BROADCASTING SYSTEM
CHICAGO

VOICE of EXPERIENCE

Columbia Broadcasting System
Coast to Coast Network Daily

New Business

NASHVILLE

Gain-Sloan Co., Robin Hood Shoe tie-in announcement (19 times), February 23rd through May 4th, 5.30 P. M. Tuesdays and Fridays. WSM.

Ironized Yeast Co., 5 minute electrical transcriptions, March 5th through May 2nd, Monday, Wednesday, Friday, between 6.00 and 9.00 P. M. Agency, Ruthrauff & Ryan, New York. WSM.

Walker Remedy Co., one minute announcements, begin March 10th for 26 times, 6.45 A. M. Agency,

Weston-Barnett, Walker Remedy Co., Waterloo, Iowa. WSM.
Dorothy Perkins Co., St. Louis, Missouri, 15 minute electrical transcription, Fridays, 7.00-7.15 P. M. Begin February 23rd for 13 times. Agency, Ridgway Co. WSM.

Reliance Mfg. Co., Chicago, Saturday, 10.30-10.45 P. M., 'Big Yank Southerners,' begin February 17th for 13 times. Agency, Carroll Dean Murphy, WSM.

Armand Company, Des Moines, Iowa, four 15-minute programs, 3.00-3.15 P. M. Sunday—March 18th and 26th and April 1st and 8th. Electrical transcriptions. Agency,

Reincke-Ellis-Younggreen & Finn. WSM.

Central Shoe Co., 15 minute electrical transcriptions, Tuesdays and Fridays, 5.15-5.30 P. M. Begin February 6th for eight weeks. Agency, Jim Daugherty, Inc. WSM.

Earl Ferris Agency, 1 minute announcement daily except Sunday, begin Feb. 19th for 13 weeks, between 6.30-6.45 A. M. Agency, Lessing Adv. Co. WSM.

Queensboro Tobacco Co., Owensboro, Ky., Saturdays 6.45-7.00 P. M. Delmore Brothers, begin Feb. 10th for 13 times. Direct. WSM.

East River Publishing Co., 7.45-8.00 P. M. Saturday, The Vagabonds, began Jan. 27th for 13 times. Agency, Rhodes and Leisenring, Chicago. WSM.

Olson Rug Co., Saturday, 7.00-7.30 P. M., began Sat., Jan. 20th, for 10 weeks, Olson Sixtieth Anniversary Jubilee, Agency, Philip O. Palmer & Co., Chicago. WSM.

NEWARK

U. S. School of Music, renewal for 13 weeks, starting March 3, five minute recordings, Saturdays.

Dr. Miles Laboratories, Inc. (Alka Seltzer), renewal for 10 weeks, beginning March 1, Sundays, Tuesdays and Thursdays, recordings, 'Comedy Stars of Hollywood.' **WOLF American Grocery Stores**, quarter hour program Friday A. M. **WNEW.** **New Four Tower, Inc.** (restaurant), 30-minute programs, Halsey Miller's orchestra, five days a week. **WNEW.**

CHICAGO

U. S. School of Music, 15 mins. once weekly for 13 weeks. **WGN.**

Kempner Bird Food, 15 mins. three times weekly, with Allan Grant, pianist. (C. Wendell Muench Agency, Chicago.) **WGN.**

Allen Wrisley Co., for Olivio soap, 15 mins. at 8.15 on Wednesday nights. (Behel and Walde Agency.) **WBBM.**

ATLANTA

Woodford Oil Co., 13 weeks, 15-minute programs, local talent. **Bernice Johnson**, T. Stanley Perry, Perry Bechtel's band. Placed through Freitag agency. **WSB.**

R. L. Watkins & Co. (Dr. Lyon's toothpaste), 30-minute recordings until May 1. Placed through Blackette-Sample-Hummert. **WSB.**
Ironized Yeast Co., five minute transcriptions, from March 5 to May 2. Through Ruthrauff & Ryan. **WSB.**

BALTIMORE

Gillette Safety Razor Co., 24 15-minute programs. Placed by Ruthrauff & Ryan. **WFBR.**

True Confessions Magazine, pair of spot announcements. Placed by Critchfield, Graves Co. **WFBR.**

Sherwood Bros., spot announcements, twice daily, 13 weeks. Placed by Vance & Duhale. **WFBR.**

Hauswald Bakery, daily spot announcement, 2 weeks. Placed by Emory Adv. Co. **WFBR.**

J. S. Tyne Chemical Co., of N. Y., disc, 15 minutes, twice weekly, 6 weeks, beginning March 8. Placed by Huslaut & Thomas. **WFBR.**

BOSTON

Knorr Sparkling Gelatine, 26 one-minute announcements, starting March 7, through Federal Advertising Agency, New York. **WEBC.**

Dr. Miles Laboratories, 31 15-programs, started Feb. 26, through Wade Advertising Company, Chicago. **WEBC.**

Cuticura Company of Malden, Mass., 26 15-minute programs, starting March 11, through Atchertson & Currier Company, New York. **WNAO.**

SAN JUAN, P. R.

R. L. Watkins & Co. (Dr. Lyon's toothpaste), 13 quarter hour programs with Rosa Maria Berrios, soprano. Placed through the Conquest Alliance Co. **WKAQ.**

CARACAS, VENEZUELA

Zonite Products Corp. (Zonite and Forhans toothpaste), 13 weeks. **YVIBC.** Placed through the Conquest Alliance Co. **YVIBC.**

SEATTLE

Videna Products, one announcement during Carnival Hour program, daily except Saturdays and Sundays; started Feb. 28. **KOL.**

Kenneth C. Dent, 15 minutes each Wednesday, Feb. 28-May 28. **KOL.**

Hood Canal Courier, series of 15-minute travelogue programs to be divided between KOMO and KJR; to start April 2.

Seattle Automobile Dealers Ass'n.

series of 61 announcements and two programs to be divided between KJR and KOMO between Feb. 26 and Mar. 10.

Carter Medicine Co., one weekly announcement for 52 weeks over KJR.

F. S. Land Mfg. Co., 26 15-minute programs, studio quartet, starting March 6. **KJR.**

New Haven Co-operative Ass'n., three announcements weekly over KOMO and three over KJR for one month; started Feb. 28.

Campbell Cereal Co., series of 26 five-minute discs, three weekly, on KJR, Feb. 19-April 13.

Jon Marche (dept. store), announcements over KOMO, March 10-13.

R. E. Morgan (advt. counsel), 15-minute talk, March 12. **KOMO.**

Fred Fear & Co., four announcements plugging egg dyes; March 26-30. **KOMO.**

WINSTON-SALEM, N. C.

Roger Cox Music Studio, spot announcements daily for one month. Placed locally. **WSJS.**

Quality Service Stores.

minute programs twice each week for two months, leading up to food shows on May 1. Placed locally. **WSJS.**

Eleanor Shop, spot announcements daily for one month. Placed locally. **WSJS.**

Kaw, spot announcements twice weekly for indefinite period. Placed locally. **WSJS.**

Bowen Piano Company, spot announcements daily for one month. Placed locally. **WSJS.**

HARTFORD

General Baking Co., 13 weeks, 15-minute transcriptions of Terry and Ted, five nights a week, 7.15-7.30 P. M., children appeal for Bond Bread. Placed by Batten, Barton, Durstine and Osborne. **WDRG.**

Waters and Genter, advertising Toastmaster, 13 spot announcements. Placed by Cramer-Krassett of Milwaukee. **WDRG.**

American Coal Company, advertising fuel oil products. Electrical transcriptions of Coconut Grove Orchestra and Donald Novis, thrice.

(Continued on page 53)

Reprinted from Variety, July 14, 1926

RADIO AS SHOWBUSINESS

Radio as part or branch of the showbusiness, as it has been looked upon, is emphasized through an advertisement (elsewhere in this issue) of Edward B. Husing, chief announcer of WRC, The Radio Corporation of America station at Washington, D. C.

It is the first advertisement received by 'Variety' from an announcer on radio. Previous to the Washington assignment Mr. Husing was announcer of WJZ, New York. In Washington Mr. Husing has announced all radio 'appearances' of the president and members of Congress.

Headling for Columbia since 1927

THANKS TO WILLIAM S. PALEY

THE THREE RHYTHM KINGS CBS

Recently at the Coconut Grove, Los Angeles. Heard on "California Melodies" and "Woodbury's". Now Sponsored by General Motors on the

"PONTIAC SURPRISE PARTY"

Agency, THOMAS LEE ARTISTS BUREAU

CLAUDE HOPKINS and His Orchestra

"Harlem's Serenade," WABC-CBS
Tuesday, 11 P. M., EST

Management Rockwell-O'Keefe, Inc.
RKO Building in Radio City, New York.

ACE BRIGODE AND HIS VIRGINIANS

Many Thanks to Ralph Wonders, Walter Preston and Howard Newmiller
KENNAWAY ATTRACTION OTTO SELOFF, Personal Mgr.



ABE LYMAN and His Californians

FAVORITE BAND OF MOVIELAND

Third Successive Year WABC
Phillips Dental Magnesia
COLUMBIA BROADCASTING SYSTEM

EVAN EVANS

Columbia Broadcasting System

FIFTH YEAR COLUMBIA BROADCASTING SYSTEM

ANN LEAF

Chief Organiste

2 P. M. EST—Monday, Thursday, Saturday—3:30 P. M. Saturday

Columbia Broadcasting System Presents

ISHAM JONES

CONDUCTOR - COMPOSER

Management COLUMBIA ARTISTS' BUREAU

ISHAM JONES, 1614 Broadway, New York

Radio Chatter

(Continued from page 48)

good, program director, busy working out the new schedule, which began only 12 hours after completion of negotiations.

WOKO, Albany, has a new Sunday feature with Floyd Walter broadcasting noon organ recitals from Warners' Madison theatre. Another Sunday organ program is provided by Dr. Frank Sill Rogers from St. Peter's Church.

A film projection machine, except for lamphouse, has been installed in the Albany WOKO control room for the forthcoming broadcasting of 'Pathe Newswheel of the Air.' Sound on film will be used but the film is bare except for the sound track.

Frank E.ripp, general manager of the Gannett newspapers, personally interviewed Lowell Thomas over WESG, Elmira, N. Y., when the globetrotter lectured in that city.

WCAX,

Vt., is now

broadcasting organ music from the pit of the Flynn theatre.

Middlebury (Vt.) College has completed its 'Campus Glimpses' series, which have been broadcast from Mead chapel through the facilities of WGY, Schenectady.

Additional telephones are being installed in the studio of WCAX, Burlington, Vt., to handle the increase in requests.

George Gebow's 'Old Foggies' are making a personal appearance tour in Vermont theatres.

Debates between the University of Vermont and visiting college teams are now being put on the air by WCAX, Burlington.

Pauline and Mary Jane Lang, harmony duo, recently with Felix Ferdinand's and Johnny Johnson's orchestras, broadcasting three afternoons weekly over WGY. Girls originally worked over local stations in Toledo, O.

Irving Gellers, long pianist with

Phil Romano's orchestra and for a time last fall head of a unit of his own, has been substituting for Johnny Johnson, band leader and keyboard artist, over WGY, Johnson in the Middle West.

Isham Jones and ork Sunday-nights at Ritz, Bridgeport.

Spencer shoe-sponsored walkathon broadcasts from Stamford, via WICC, Bridgeport, ended with wind-up of endurance feat.

New additions to WICC, Bridgeport, sustaining roster: Edmond Neary, tenor; Margaret Morris, pianist; Boris Lang, pianist.

Dolores Hanford one year making music with WICC, Bridgeport.

WICC studio force covering local news for Yankee web's independent flash service.

Chicago

'Barnacle Bill' show with Cliff Soubler, due for March 6 start, is cancelled because of an already stiff schedule for Soubler on commercials.

Riq Atwater, former columnist, slated for a spot in the NBC continuity department.

Niles Trammel hopped down to Miami on the General Tire show setup and broke the hearts of at least five NBC execs who thought they were going to get the trip.

Don McNeil, Morin Sisters and Harry Kogen on the new Purty Bakery show on WENR.

Boston

Newcomb Thompson, radio editor of the Boston American, is working on a dramatization of the just published Charles Dickens story, the 'Life of Our Lord,' which will be aired over a local station within the next week.

Ranny Weeks, Coconut Grove bandman, starts this week over WEEI, having made arrangements with Charlie Burton in about five minutes over the phone.

Nick Parkyakakas has returned to the ad with a local sponsor, Joe Rines and his Cascades Roof orchestra provide the music. Several Sundays ago Nick was head with Eddie Cantor on the coffee program.

WEEI's Del Castillo, who has kept his fingers nimble throughout the winter with an electric sun lamp, left Boston the other day for a sojourn in Florida with his family. He expects to be back with a good coat of tan in time for the second WEEI cruise on the Public Garden swan boats. During his absence Chester Brigham, will preside at the WEEI studio organ.

Noboru Marumō, chief engineer of the Osaka Division of the Broadcasting Corporation of Japan, which operates Nippon's only network, was a guest at the local NBC station here this week. He told WBZ officials that the station was frequently heard in Japan.

Pittsburgh

Nancy Martin, newcomer from Martinsville, W. Va., is getting a regular build-up over KDKA. She's a singer, accompanies herself and now doing a quarter-hour or songs and patter five nights weekly.

Tommy Wilmot, dramatic actor and continuity writer for WCAE, making stage debut for Pittsburgh Civic Playhouse in Luigi Pirandello's 'Naked'.

Pete Weldy, musician at WCAE and husband of one of Lawson Sisters, formerly on same station, died here last week of monoxide poisoning.

Jesse Kaufman, now vacationing in Florida, still nominal head of WCAE until a successor is named. When Kaufman returns, he'll join Hearst Radio Service in New York.

Vilma Rafael, 23-year-old Pittsburgh singer, was the winner last week in Ben Bernie's local auditions.

Girl had trials with two Pittsburgh stations, WCAE and WWSW, recently but didn't make the grade.

Lately she has been a soda clerk in a downtown drug store.

Dutch Heid, WWSW, Pittsburgh, announcer, in his morning 'Coffee Club' program, is making an appeal for funds with which to send 28 kids to fresh air farms for a month this summer. The first day brought in \$22. The second was even better.

Baltimore

Morris Lazaron will return to the ether, via WBAL, March 11.

Hammond Brown, News radio ed., back at the desk after three weeks illness.

Misha Bessoff's ork, from Russian Village nitery, picked up by WCBM for new thrice-weekly series. Ork's specialists include Yova Frozenko, Dena Larena and Nathan Warton.

Howell Griswold, proxy of Walters Art Gallery, aired address over WBAL, inviting general public in for a gander at the objects d'art.

John Elmer of WCBM in Washington currently for conference of Code Authority, of which he is vice-chairman.

George Shaffer, the 'Uncle George' of WCBM's Kiddie Club, now member Fourth Estate, Pens a thrice-weekly ether-doin's column in The Post.

Heleen Patterson, with folding of Auditorium stock, lingers in town to become ingenue of WFBR's drama group.

Bob Maslin, jr. back from Florida with a two-weeks tan.

South

Russell Brown, the Three Rosa Buds and Dorothy Perkins, is a new combo presented by WSM, each Friday night at 7 o'clock.

Delmore Brothers, Alton and Rabon, Zeke Clements with Texas Ruby Owens, Smoky Hermonson, Slim Smith and Curley Clements, over station WSM, Nashville, in connection with the Grand old opy in its eighth year of a regular Saturday night show.

Uncle Dave Macon WSM every Saturday.

Station WLAC, Nashville, takes World's Broadcasting System's new wax library service two hours daily.

Hilo Hawaiians of station WLAC, with Jimmie Dearing and Marvin French, will be heard each Sunday at the hour of 5:30 p.m.

Federal authorities at Lawton, Okla., arrested John R. Wilson on charge of operating a radio station without a license. Wilson pleaded not guilty and was released under \$10,000 bond pending a hearing.

Four nationally famous members

(Continued on page 56)

Radio's Newest Sensation

EMILE BOREO

RETURN ENGAGEMENT AS GUEST STAR

MARCH 12

"THE BIG SHOW"

WABC, MONDAY EVE 9:30 P. M.

My Compliments! And I Salute

Mr. METZ, My Radio Sponsor, Mr. RALPH WONDERS and Mr. DAVID FREEDMAN

LYONS & LYONS

1501 Broadway, New York

COLUMBIA ARTIST

AIDA WARD

Tuesdays, 10:45 P. M.

WABC

COTTON CLUB, NEW YORK

(nightly)

MISCHA RAGINSKY

And His Concert Orchestra

APPEARING AT THE

HOTEL EDISON, NEW YORK

WABC—Mon., 1:30-2 P.M.—Wed., 12:30-1 P.M.—Sat., 4:30-5 P.M.

EARL HOFFMAN

AND HIS ORCHESTRA

CAFE DEALEX, Chicago 'ROUND THE TOWN' Program

WGN 12:30-1 A. M. CST

'Eton Boys' | 'Do-Re-Mi'

DIRECTION

RAY BLOCH—CBS

That Dynamic Personality

BLANCHE CALLOWAY

The Queen of Jazz and Her Orchestra

COLUMBIA BROADCASTING SYSTEM

NOW ON TOUR

DIRECTION HARRY D. SQUI

MANAGEMENT SAM H. STIEFEL

RAYMOND PAIGE

Musical Director

Columbia Don Lee Broadcasting System

Transcontinentals

'OUT OF THE WEST TO YOU'

CALIFORNIA MELODIES - PONTIAC CHARIS

VIRGINIA CLARK

"HELEN TRENT"

CHICAGO

ENOCH LIGHT

And His Hotel Governor Clinton Orchestra

Featuring MARY DAVIS

HOTEL GOVERNOR CLINTON, NEW YORK

Management COLUMBIA ARTISTS BUREAU

HARRY SOSNIK

And His Orchestra

NOW
PLAYING

SWIFT REVUE
With Olsen and Johnson

EDGEWATER BEACH HOTEL
Marine Dining Room
CBS COAST-TO-COAST NETWORK

VICTOR RECORDS
"Sosnik Records Best Sellers"—Variety

New Business

(Continued from page 51)

teen periods Sunday night at 7.45 P. M. Placed by Julian Gross Agency, WDRB.

Chrysler Corporation, 100 spot announcements to be used over a period of one year. Placed by J. Sterling Gitchell, WDRB.

E. B. Davis Co., baking powder, 25 5-minute period playlets, Monday, Wednesday and Friday. Placed by Ruthraut and Ryan, WDRB.

A. J. P. Tea Stores and Seminole Paper Company, 15-minute electrical transcriptions of Broadway highlights, every Friday at 9.15-9.30 A. M. Thirteen weeks. Placed by Paris and Pert, WDRB.

Radio Looking Club of America, two hours each day on April 3, 4, 5 and 6. Remote control from Foot Guard Hall, Hartford. Placed by Cecil Warwick and Cecil, WDRB.

Gillette Safety Razor, renewal, 100 time contract, one minute transcrip-

tions, two a night. Placed by Ruthraut and Ryan, WDRB.

Pope Marconi Company, Waterbury, Conn., 15 15-minute broadcasts, music and string ensemble. Placed direct. Sundays at 12.30. WDRB.

Scott Furrer of New England, Mill Parade transcriptions, renewed for 18 weeks, starting on Sunday at 12 noon to 12.15. Placed direct. WDRB.

Albert Steiger Corporation, department store, ad liners four times weekly to advertise Belle Sharnere Hosiery. Placed direct. WDRB.

Stelen's Beauty Parlor, Shoppers hours, four times weekly for 52 weeks. Placed by M. H. Hammer. Total of 204 announcements, WDRB.

KNOXVILLE, TENN.

Pure Oil Co., 13 weeks, three 15-minute programs a week. Through Freitag agency, WROL.

Ozzy Water Crystals Co., two quarter hour programs a day for 52 weeks and 15-minute show for 40 times. WROL.

Wayne Knitting Mills, Fort Wayne, Ind., 26 minute announcements. WROL.

J. S. Hall's Sons, men's clothing, daily minute programs for 52 weeks. WROL.

Gamball Distributing Co., Nashville, 30 minute announcements. WROL.

Americas Walkathon Co., two quarter hour programs for 13 weeks. WROL.

Finance Corp. of Tenn., 52 minute announcements. WROL.

Spence Shoe Co., 26 minute announcements. WROL.

Musical Records Co., 26 minute announcements. WROL.

LINCOLN

Montgomery Ward, 100 announcements to start April 3. Chris Beck Ties and the World with Jimmie and Jack (ET), Sundays, 8.00-8.15. KFOP.

Globe Laundry, daily except Sunday announcements for four months. KFOP.

Ideal Grocery, kiddie program, 4-4.30 P. M., Sundays. KFOP.

Don Carlos Coffee, renewal of Tanager EX, to run for another 15 weeks, daily except Sunday. KFOP.

Orlica Brothers, daily except Sunday, announcements for 3 months. KFOP.

Taylor Plate, 52 one minute announcements, beginning March 19. KFOP.

Farmer's Serum, daily except Sunday announcements for 3 months. KFAB.

Hovland-Russman, daily announcements. KFAB.

Long Valley Hatchery, daily except Sunday, program starting at 6.50 A. M., and running ten minutes. KFAB.

Seas Roadback, daily announcements beginning March 15. KFAB.

PHILADELPHIA

Seminole Paper Co., for American Stores. Peter Woolery and Paul Mason's orch.; 15 min. once weekly out of WCAU via split CBS network. (Harrison, Pearl Agency.) 52 weeks. International Ball; spot announcements daily. (Simmons Co.) WCAU. Speedy Clean, five-minute spots three times a week for six months. Placed direct. WDAF.

THE SIZZ- LERS

First to introduce "Three Little Pigs Are Pork Chops Now"

For further information: HAROLD KEMP, NBC Artist Bureau Radio City, New York City

Personal Studio, CHARLES A. BAYNA

"GUILTY OR NOT GUILTY—YOU BE THE JUDGE"

(Written by Sol Nernkovsky)

Sponsored by Clark Bros. Teabury Gum WLV—Wed-Fri., 7.45 P. M. CST

Joe Parsons

Radio's Low Voice

SINCLAIR MINSTREL

Every Monday, 8 P. M., N.B.C. CHICAGO

RAY PERKINS

Palmer House Cushman's Sons CHICAGO BAKKIES

NBC WOR

Directed SEDLEY H. BROWN

Renewals

Northwest Yeast 13 weeks, Jan Garber's band on 52 stations, NBC's blue (WJZ) link, Sunday afternoons, effective March 18.

F. W. Fitch Co. (Fitch's Shampoo), 13 weeks, effective March 25, Wendell Hall, day evening, 28 stations on NBC's red (WZAF)

Royal Gelatine (Standard Brands) 26 weeks, red (WZAF) link, Wednesday nights; effective April 4.

ments, for six months; placed direct. WDAF.

Quinlan Pretzels, three announcements daily, for six weeks; placed direct. WDAF.

Pleming Desserts, one hour every Sunday, 15 minutes, for 8 weeks; placed direct. WDAF.

Dawn Doughnuts, three announcements daily, 26 weeks. (E. A. Clarke Agency.) WDAF.

National Gold Buying Service, daily announcements for 14 weeks; placed direct. WFPN.

Mitchell Seed Co., 15 mins. weekly. Program titled "Everybody's Garden," with Geibel Faulkner, organist, and

seed experts as guests; for 13 weeks. (Arndt Agency.) WFI.

India Tire Co., five mins. daily, with Sandy Guyer, tenor; placed direct. WFPN.

Bulova Watch Co., doubled number of daily announcements; placed direct. WFI.

F. Deuces (women's shoppe), 15 mins. a week, using style talks by Helen Grey; placed direct. WFI.

Knox Co. (Cystex), weekly 15-min. transcriptions for 13 weeks. (Dillon and Kirk.) WIP.

Scientific Laboratories (Reduocids), daily spot announcements, transcriptions. (Rob Roberts and Asso.) WIP.

Standard Dairies, Inc., three-a-week participation in Home Makers' Club program, for 14 weeks; placed direct. WIP.

Verille Hiteings, Inc. (newspaper representatives), three times weekly spot announcements; placed direct. WIP.

Lastrite Co. (bird seed), daily participation on Home Makers' Club program, for 13 weeks. (Adrian Bauer Agency.) WIP.

LOS ANGELES

Health Foundation of California, KNX, Tues. Wed., Thurs. Fri., 11-11.15 a. m. Georgia Hamilton, singer; Joanna, organist. (Lockwood-Shackelford.)

Pathfinder Magazine of Chicago, KNX, Sat., 8.30-9 p. m. 13 weeks, Crockett Mountaineers and Varie-

Air Line News

(Continued from page 42)

gregations of the mothers of the kids in various programs, talking about their offspring—and the weekly take.

Short Shots

'St. Louis Blues' radio drama written by Irving Reis, CBS engineer, and given a second request performance last week, may be made as a picture. British Broadcasting Co. also bid for it.... Leonard Shaw, having replaced Elliot Shaw, temporarily, in the Revue, may be making a comeback.... Scappi Lambert takes a radio film test this week.... Will Osborne is planning to go into the music publishing business with Harry Komm, his manager.... Syd Irwin set on a series of recording, doing "Betty Boop" sketches with his Cartoonland band.... In addition to his WOR Saturday evening programs, Gabriel Heatter is doing three morning shows there, "News in the World of Women".... Xavier Cugat has been renewed for a year at the Waldorf-Astoria. This automatically assures the leader of five or more weekly broadcasts.... The Don Hall Trio has been cast in the Charles Dillingham-Elsie Janis musical show, "New Faces".... Zimballer guest star on Realistic March 25.... Loretta and Jack Clement get their first commercial as a team beginning March 26 on NBC for Wilbert's Floor Wax.... For the second time in two weeks Pancho's band has been given an additional CBS period, making a total of five.

Gossip

Robert Wilder, WOR program manager, and Jimmy Cannon, now Washington commentator for INS, have completed a play.... Arthur Warren's orchestra, being built up as WNEW's feature combination, has been signed for 15 months by the La Rue restaurant.... Howard Wiley auditioned for NBC.... Vincent Lopez' sponsors will wage an intensive campaign in newspapers and periodicals, along with the radio show, to exploit their medicinal products, which aren't sold yet in New York.... Coca Cola looking around for a radio show, representative being at Ciochi last week.... Willard Robinson auditioned by J. Walter Thompson.... An offer by Rankine, sponsoring "Maverick Jim" on WOR, of a game of 20,000 requests from one broadcast.... Jack Denny lost the American Oil account because he refused to sign exclusively.... Morty Lewis engaged to write a six time a week NBC commercial starting in April.... Cuba and the Cunard line will merge purses to sponsor a program to boost Havana's charm. Mexican government has previously paid radio.... Dave Cassem, of WOR, ill last week.

Just Talk

Tito Guizar booked for Loew's Orpheum March 26.... The two-year-old baby that posed for the nationally used Bond Bread advertisement is the kid sister of Nancy Kelly of the "Wizard of Oz".... Porter Hall called from radio work to the coast for a part in "The Thin Man".... Godfrey Ludlow, Australian violinist with NBC several years, is now on the Pacific every Thursday night.... Mark Warnow is being built up as the Paul Whitehead of CBS.... Thompson restaurant about may go on the air.... Frank Novak signed for 24 transcriptions for Holmer harmonicas, sponsor planning to come to a network if spot broadcasts work out.... Dick Barker is doing the growling for the new Frank Buck picture sound track dubbing.... Trini Michel and his orchestra have been signed for transcriptions for General Baking.... Leith Stevens' choir goes on the CBS Visidol show at CBS.... Bernice Meek, formerly at NBC, is now secretary to Bill Bacher, "Showboat" author.... Personnel of the vocal group, the Melody Boys, on the new Colgate show at NBC, is the same as the Leaders on CBS but Young and Rubicam requested the act to switch names for the new show.

Stand By

Harry Breur, xylophonist, has invented a new instrument, a combine of the xylophone, marimba and vibraphone. He auditioned a program for J. Walter Thompson on it.... B. A. Rolfe continues on the Terraplane show on a week-to-week basis.... Nick Lucas' act may go on with a sustaining program at CBS any day now.... NBC may not be able to do its proposed "Popeye The Sailor" show because of inability to clear the copyright.... Mario Chamlee auditioned his "Organ Grinder" program for Lord and Thomas.... CBS, due to the amount of time sold, is down to one sustaining dramatic sketch, but is planning, under Courtenay Savage, to return its Dramatic Guild as soon as possible.... People found smoking in the NBC control rooms now get a "ticket". Their names are taken and sent to the office.... Don Bestor's 25-week renewal on the Nestle program brought a pay raise.... Phil Harris renewed until June, originally being set to close March 16.... Chick Webb is due to leave the Casino de Paris.... Ed Sullivan reported drawing \$100 weekly as m.c. for Plough.

Scrambled Notes

Bob Standish has been signed by Columbia for two spots weekly. He is a high baritone and managed by Milton Roemer.... Connie Miles, N. Y. American makeup man, and Dick Robertson, audition a program today for CBS.... MacFadden Publications, pleased with its True Story General Foods is planning to switch "Wizard of Oz" to another product instead of Jello.... Lee Sims and Ilonay Bailey open in Boston for Paramount March 16.... Jape Gude, CBS publicity director, was in Washington over the weekend. Network also sent Bill Fineshreiber of the same department to Minneapolis on the new symphony series beginning today.

ties. (First United Broadcasters.) Venus Health Corp., KNX, Wed., Fri., 8.15-8.30 p. m. Ruth Royale and the Boyers (R. H. Alter). United Remedies, Inc., KNX, Sun., Mon., Tues., Wed., Thurs., 9.30-10.30 p. m. and Sat., 8-9 p. m. Crockett Mountaineers.

Great States Life Association, KNX, nightly except Sun., Mon., 6.45-7 p. m. "Mirth Parade," discs. (Tom Wallace.)

Electrical Home Institute, KNX, Mon. to Fri., incl., 10.30-10.45 a. m. Martha Holmes, household economist. (Mayers Agency.)

Affiliated Teachers' KNX, Tues., 8.30-9 p. m. "Jorge of Freedom," historical dramatic series.

PORTLAND, ORE.

McHerry Logging Equipment Company, manufacturer and distributor "Presto-Log," announcement service, KGW.

Confessions Magazine, Fawcett Publications, through Critchfield and Graves Company; announcement service, Tuesday nights, KGW.

Association of Commercial Truck Owners, announcement service, KEX.

Central Oregon Potato Council, one month announced service on (Continued on page 56)

I Heard Your Program

By ALVIN AUSTIN

Your debut on WJZ last Wed at 10:30, Ed Sullivan, voice clear, tone excellent, but have some of the crowd asked at program opening and closing, they down out announcer.... Joe Penner's interference with public school work is the kind of success more sponsors would like.... More comes this Marx time and your American Oil air position would be even. Joe Katz.... Watch this show regularly for weekly radio criticism.... Brush up your program twice a month, visit the dealer twice a year.... Meaning of some other Austin, don't miss a broadcast, if you will handle your broadcasting or any part of it.... Buy talent here, or scripts, ideas, adv at 10 or anything in radio.

alvin austin • radio ideas
we furnish talent, scripts, adv slates
521 fifth ave new york • vanderbilt 2-1758

LEON BELASCO

ARMOUR PROGRAM
9.30-10 P. M., FRI-DAYS
WJZ

MON.-WED.-FRI.

12 MIDNITE

Lightly Sit. Merit Hotel, New York

Solo Direction HERMAN BERNIE

1610 Broadway, New York

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

WEAF

Tue., 11.30 A. M. American Oil Co.

Wed., 11.30 P. M. WJZ

Sun., 7 P. M.

Richard F. Mel

WJZ

Sat., 12 Midnight WABC

Fri., 9.30 P. M.

LEO ZOLLO

AND HIS MUSIC

Monday-5.30 P. M., NBC

Saturday-6.15-6.30 P. M., NBC

Playing Nightly

BENJAMIN FRANKLIN HOTEL

Philadelphia

Management

NBC Artists' Bureau, New York

Personal Rep.—LEW CHUDD

Dick Leibert

At the Console

Radio City Music Hall

BROADCASTING

8 to 9.30 P. M. Daily

11.15 to 11.30 P. M., Mon., Tues.

Wed., Thurs., WJZ

11.30 to 11.45 A. M., Sun., WJZ

Management

MILTON STAVIN

Pat Kennedy

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGN, Chicago, Daily

1.30-1.45 P. M. CST

JACK BENNY

WEAF

10-10:30 P. M.

EVERY SUNDAY

CHEVROLET

PROGRAM

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

On tour with condensed version "New Yorkers"

Solo Direction

HERMAN BERNIE

1610 Broadway, New York

IRENE TAYLOR

Personal

SEGER ELLIS

ROCKWELL-O'KEEFE, Inc.

RKO Bldg., Radio City, New York

Isham Jones Orchestra

COMMODORE HOTEL, N. Y.

The big show sponsored by

EX LAX every Monday, 9.00-

10.00 P. M., Tuesdays-Thursdays

Thursdays and Fridays, 11.00-

12.00 P. M., Saturdays, 11.15-11.30

P. M., coast to coast. WABC

Direction

Columbia Broadcasting System

LITTLE JACKIE

HELLER

Mon., Tues., Fri., 4.15 P. M.

Wed., 4.30-4.45 P. M. CST

Sat., 4.30 P. M., NBC

Managed by Chicago

For Rep., HERMAN BERNIE

New York City

PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGN, Chicago, Daily

1.30-1.45 P. M. CST

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly. Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABO, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMOA. Data obtained from "Radio Log" compiled by Accurate Reporting Service.

Title	WEAF WJZ WABC	WOR WMOA	Total
'Let's Fall In		18	39
'Cari		12	25
'There Goes My Heart'		17	31
'Without That Certain Thing'		9	20
'This Little Piggy Went to Market'		15	30
'In a Shelter From a Shower'		8	29
'Wagon Wheels'		15	27
'Coffee in the Morn'		12	26
'Over Somebody Else's Shoulder'		14	25
'Old Spinning Wheel'		10	24
'Smoke Gets into Your Eyes'		23	23
'In the Valley of Yesterday'		22	22
'Do You Miss Me Tonight?'		21	21
'I Just Couldn't Take It'		21	21

UNION WARNING

802's Ultimatum On Broadway Cafe Underscores

Governing board of the New York musicians' union (802) has launched a campaign to enforce payment of the union scale among restaurants, cafes and nite clubs in the Broadway sector. Notice has been served upon the operators of the dine and dance spots involved that they have until April to straighten their individual situations.

Union has declared itself as prepared to adjust working conditions in spots requiring it, but that under no circumstances would the underscoring be tolerated. As part of the campaign the members of each band playing a Broadway spot are being called in by the 802 board and quizzed about the contents of their weekly pay envelopes.

Gershwin's \$66,000 Total Gross for 28 Stands in 28 Days at \$2.75 Top

Let's Talk It Over

Mental telepathy, in reverse, among the tunesmiths.

In "Harold Teen" Warner Bros. has a lyric titled "Simple and Sweet". Remick is publishing.

Included the score of George White's "Scandals" is the ditty "Sweet and Simple". Sam Fox publishing.

George Gershwin's tour of 28 stands in 28 days, from the east to Iowa, grossed more than \$66,000 at \$2.75 top. Total is regarded as big for a first time around, but the profit was under expectations because of operating expenses.

Average weekly gross was \$16,600 with high spots being Boston, Toronto and St. Paul. The gate approximated \$5,000 in each of these cities. Weakest engagement was Brooklyn, where the final concert was given in the theatre.

Band of nearly 40 pieces cost close to \$5,000, while James Melton, vocal soloist, was in for \$1,000 weekly.

Pittsburgh Citizens Cite Grove Cafe as Nuisance

Pittsburgh, March 5.

First Pittsburgh night club to be threatened with loss of its state liquor license is Coconut Grove, against which several complaints have been filed recently. People living in the neighborhood of the cabaret charge that the spot is a common nuisance, that it operates until all hours of the night in direct violation of a city ordinance, and insist that it be closed.

Court hearing is slated for next week. If charges are substantiated, booze license can be revoked under present regulations and spot will be forced to operate, if at all, as an ordinary restaurant.

Harry Askin, who represented the late John Philip Sousa, booked the tour, handled the tour, and managed the attraction.

Juryman Makes a Speech—Mistrial In Mayer's Action

Trial of Max Mayer's \$1,250,000 anti-trust action against the Music Dealers Service, Inc., and some 20 associated publishers ended 45 minutes after it started Thursday (1) when Judge Bryant in the New York Federal court granted a motion for a mistrial.

That the jury be dismissed was made by the defendants' chief counsel, S. Gilbert.

Blow-up came with dramatic suddenness. Maurice Richmond, Mayer's former partner and now general manager of the MDS, was the first witness called. For 45 minutes David Podell, counsel for Mayer, had devoted himself to leading Richmond through a technical examination of how the MDS functioned when a jurymen broke into the direct examination with a remark that he would like to question the witness himself on a point. The query had to do with the way the song sheets came wrapped from the printer.

After a brief exchange of questions and answers on the matter of printing costs, the jurymen said that he himself had been in the printing business, and that he doubted whether things were as Richmond explained them. The jurymen also remarked that if Richmond was going to testify that way he (the jurymen) would be against him from the start.

With that Gilbert popped out of his chair and declared that this jurymen had revealed enough prejudice to warrant calling a mistrial. The judge replied that the situation could be solved by withdrawing this juror and proceedings with 11 men in the box. Gilbert insisted upon dismissing the entire panel and starting all over with a new set of jurymen.

Mayer filed his suit in the fall of 1932, alleging the organization of the MDS constituted a conspiracy in restraint of trade.

Coconut Grove is operated by Art Farrar, who also has the band there, and his mother, both of whom won attention here several years ago as partners in a marathon dancing contest. While it has been going for more than a year, club has hit the black consistently only since arrival of repeal.

BRYK RETURNS TO EUROPE, MUSIC OK

Hugo Bryk, European rep of the American Society of Composers, Authors, and Publishers, left for his headquarters in Paris Sunday (5) after a six-day stop in New York.

Theatrical conditions on the Continent are tough, in general, he said, although the ASCAP is doing pretty well, for its members over there due to a shortening of music output in Europe. Outside of Emmerich Kalman in Budapest, Franz Lehár in Vienna and Willy Stoll in Berlin, he says, composers there are not producing much of world-wide merit.

Bryk's offices were moved during the past year from Berlin to Paris. He says this was not especially because of political situation, but because he found it easier to conduct business outside of Germany, where the money embargo made it difficult for him to pay off various ASCAP members, without recurring to a lot of outlandish excuses.

Legit and films are in very bad shape throughout the continent, he reports, although British legit is doing fairly well.

GREEN SUES MCA

Avers Band Agency Lured Noble Sisale Away.

Suits for \$30,000 and \$25,000, respectively, against Music Corporation of America and Noble Sisale were filed in New York Supreme court by Charles E. Green of Consolidated Radio Artists.

Green alleges MCA induced Sisale to leave him and place his band under MCA's management, despite the existence of a managerial contract between Sisale and Green. Contract has 15 months of an original two years' term to go, Green claims.

Attorney for Green in both actions is Harry Beran.

Claims Telegram Wasn't Delivered, Sues for \$2,800

Dallas, March 5.

Alleged failure of Western Union to deliver a telegram, thereby causing loss of two playing contracts in Florida, was the basis of a \$2,800 suit filed here against the company by Les Atinsley and his orchestra.

Soi Hoff, leader of the band, had arranged for two eight-week dates at the Club Madrid and Flamingo Park theatre in Miami, writing from there to his Dallas players for confirmation on Jan. 3, the petition sets forth. Failure of Hoff to receive an answer caused him to cancel the contracts, only to learn later that his telegram had not been delivered, the suit states.

Jay Whidden Pays

Los Angeles, March 5.

Fined \$500 each on two counts of underpaying bandmen at local hotels, Jay Whidden, Coast orchestra leader, kicked in with the \$1,000 to Musicians Local 47.

His prompt payment of the fines avoided expulsion from the union, which had been threatened.

Cohn with Jones

Solly Cohn, whose connection with Leo Feist, Inc., represents close to 22 years, has quit that firm to go with the Isam Jones Music Publishing Co.

With Jones Cohn will function in the capacity of general professional manager.

Publishers Are Battling Over Songs Composer Once Sold for \$5 Apiece

With "Last Round Up" and "Spinning Wheel" as successive song hits to his credit, Billy Hill is due to find his moniker on a deluge of releases that various publishing concerns are readying for the counter. Practically all of these songs have recently been dug out of the safes and dusted off and are reminiscent of the not so long ago when Hill was peddling them around for \$5 apiece or whatever he could get. In almost all instances the songs were outright buys.

Litigation over this exhuming of the Hill works is already threatening Shapbro-Bernstein, publisher of the "Round Up" and "Wheel" numbers, has notified Schuster-Kornheimer that it must not, in releasing "Prairie Lullaby," credit Hill on the title page as being the writer

of the former two songs. S-K partnership had obtained the "Prairie Lullaby" script from Southern Music Co., to which Hill had sold it outright two years ago.

Shapbro-Bernstein is also contending that Schuster-Kornheimer has no right to use even the Billy Hill tag, as the "Prairie" lament had been sold under the pseudonym of George Brown.

Another firm that has announced publication of a Hill manuscript from "away back" in "Leo Feist," Inc. Title of this "Prairie Lullaby" is "The Border." In this instance Shapbro-Bernstein has authorized use of the Billy Hill name.

Hill's "Spinning Wheel" last week had gone over the 550,000 mark in sheet sales. "Last Roundup" had achieved better than 450,000 copies.

Give Tunesters Chance

Hollywood, March 5.

Members of Musicians local 47 who are playing steady or seasonal engagements of four days or more outside of picture studios are now working under regulations which prohibit them playing at any studio either for rehearsals, tests, recording, side line or atmosphere.

Regulations were promulgated several weeks ago, and became operative last week.

Lombardo's Dixie Dates

Chicago, March 5.

Guy Lombardo's band moves in from the Coast to open at Galveston on April 18 for a two-weeks stay and then into the Club Forest in New Orleans for a fortnight.

From the south band heads for a vaude tour on a trip back to New York, where it will pick up further air dates.

HYLTON MAY SUE MILLS ABROAD

Irving Mills and his Cab Calloway called for London without any injunction hanging over them through N. Y. Supreme Court Justice Shientag having denied the injunction, filed by Jack Hylton against Mills, et al. Instead, Hylton may continue the injunction petition against Mills, Calloway, etc., when they reach London.

Does not halt the damage suit which is still pending. Hylton, among other things, also asked for \$50,000 damages on his alleged exclusive contractual arrangement with Mills.

Bernie Miller, acting for some of the, along with S. J. Buzzell on Mills' behalf, also agreed with T. T. Abeles. Hylton that Mills Bros. Tommy Rockwell be dropped as co-defendants in view of Mills-Rockwell, Inc., having split their original partnership prior to this suit having been started.

After Justice Shientag rejected Hylton's move for a temporary injunction involving the acts booked by Irving Mills and Thomas G. Rockwell, counsel for the latter asked that the London bandmen be ordered to put up a bond for \$450 as security for trial costs. Motion was granted.

Justice Shientag held that the cause of action did not justify restraining any of the acts involved from making appearances abroad and that the injunction could wait until the facts of the case had been aired through regular trial.

Named in the temporary injunction process that Abeles submitted to the court were, besides Calloway, Duke Ellington, the Mills Blue Rhythm band, ing Crosby, the Four Mills Bros., and Ruth Etting. Last three acts Rockwell took along with him when he withdrew from the partnership with Mills and organized Rockwell-Crofts, Inc.

In opposing Abeles' request for an injunction pending trial, Mills' counsel contended that Calloway's services were owned anyway by the Cotton Club management and that the latter had been responsible for the current European bookings. It was also argued that even if Hylton's contract made him a bona fide beneficiary of any overseas booking closed before or on Jan. 17 by Mills-Rockwell, Inc., the agreement became automatically void with the dissolution of that corporation several months ago.

RE-ELECT ROBBINS

Jack Robbins was re-elected a director of the American Society of Composers, Authors & Publishers. Extension of his term took place at the Feb. 28 meeting of the board.

Period involved is the balance of 1934 and represents the unexpired term of B. F. Bitner, who resigned last summer.

BILLY ARNOLD BACK

Music Agent Returns Native Land

Billy Arnold, American band leader who has sojourned in Paris for 14 years, back to re-head-quarter in New York now that the franc is 35 to the dollar as against the 25 parity before. Arnold left his brother Henry in Paris to continue his transatlantic talent agency which is the sole American-entrusted booking agency in France. It handled all the Arnold dance bands at the various Mediterranean resorts and elsewhere besides sending acts to America. Walter Batchelor and Stanley Rayburn are the N. Y. reps for Transatlantic.

While en route to America, Arnold's father committed suicide in his Patecote, N. J. home, duped by illness. This cemented Arnold's decision to remain in N. Y.

His standing on the Continent as a favorite with American tourists to Paris and Cannes, Juan-les-Pins, etc. is well known and out of the trade.

MUSIC NOTES

Jack Mass replacing Mickey Hestor on Coast for E. B. Marks Music Co. Set by Bill Weinman.

Selda Casillo, torch singer, and Ann Graham, blues warbler, are appearing with Happy Felton's orchestra aboard the Paradise Ship, Troy, N. Y.

Mike Bonelli's unit now at the St. Moritz, Lake Placid.

Sam Sawyer, sax soloist of recording standing, has his own band now.

Hal Raymond's combo signed for the Allen, leveland, starting late in March.

Contracts have been signed by Kaimar and Ruby to write an original script and the music for the next Wheeler and Woolsey comedy at Radio on the coast.

Syndicate operating the Cafe de Paris, New York, has taken over the Manhattan Casino for conversion into a dine and dance emporium of the Faroe type. Operators figuring on opening it in three weeks, with Billy Rose responsible there also for the floor show.

Abe Lyman will be located at the Chicago World's Fair this summer.

Chick Webb has replaced Don Redmond at the Cafe de Paris, New York.

Witmark has put to press an Eddie Cantor song and joke book, 52 pages, containing the five songs from the "Roman Scandals" score, gag culled from the Chase & Sanborn scripts, and caricature illustrations.

Bobby Gross, formerly of Santly Bros. prof. staff, now handling the Los Angeles area for Mills Music, Inc.

Jacques Krakeur, 2nd, is responsible for the song, incidental music in the new edition of the "Sunday-Nights-at-Nine" at the Barbizon Plaza, New York.

Inside Stuff—Music

Jimmy Hanley may have an accidental song hit on his hands, due to Charlie Bayha, manager of The Sizzlers, air act. Hanley plays a song-writing game with his kids, contriving original jingles which he lullabies them to sleep with nightly. One of these was 'The Three Little Igs Are Pork Chops Now'. Bayha guested at the Hanleys' Long Island home one night and thought it a cute number for the Sizzlers to do. The reaction was big and Harms took the publishing rights.

In connection with last week's commentary on the Hollywood studio maestros who contribute so importantly to screen musicals, Warners has an orchestrator in Ray Heindorf who assists Leo F. Forbstein. Latter is the general musical director at the Burbank studios.

Fox announcement that none of its 'Stand Up and Cheer' (ex-Movie-tone Follies) music would be pre-released via disc or air believed to be forerunner of general shutdown by all musical producers, due to squawks by exhibitors. General have charged that producers were actually cutting off b.o. dollars, through belief advance exposure of numbers was good exploitation. Reverse is held to have been true, with most of punch taken from pictures through hit numbers being stale by time public heard them in form in which they were intended for first hearing.

Management of the Coronades of the Essex House avers that it has no objection to visitors to the Camel broadcasts which originate from this fine and dance spot. Not only are the cig account's guests welcome, say the Coronade operators, but they are prepared to increase this special seating arrangement from 75 to 150 seats, if requested.

Lanny Ross (Maxwell Show Boat) is getting special advertising copy build-up by Paramount pictures in film trade papers in connection with the picture, 'Melody in Spring'.

Lake George Showboat Overboard for \$75,000

Glens Falls, N. Y., March 5. 'The Showboat', which made a splash on Lake George last summer, using name orchestras and catering to diners and dancers, was launched with actual cash capital of \$75,000 and closed the season owing \$75,000. The show was revealed at the first meeting of creditors of the bankrupt company before Referee Homer Burt here.

Frederick L. Kavanaugh, son of former State Senator Frederick W. Kavanaugh, general manager of the Lake George Transportation company, operators of the Showboat and other lake vessels, was absent from the hearing. His father said he believed the son was in Springfield, Mass., but his attorney, Harold Turner of Troy, said later that the younger Kavanaugh cannot be located.

Showboat, besides charging for meals, collected \$1 cover and played to an average of \$30 each night during the summer.

SCHULMAN'S COTTON CLUB

Epokada, March 5. Cotton club will be opened early in March by Harry Schulman, who closed his other spot, Embassy club, this week. Embassy was six miles from the city.

Cotton club has a downtown location. A colored girls' band will provide the dance music and a floor show will augment.

The Pines, night club, is miles from Nashville on the Harding road, taken over by Slim Eskow.

Metro's Music Changes

Culver City, March 5. Metro is giving its music department more room to work in and also two assistants to aid Jack Churlock, head of the department, in casting. Spacious building has been cut into offices to handle about 30 functioning heads. Henry Highwater has been assigned to assist Churlock in the vocal casting chores, with Dave Friedman on the dancing task. Change takes all musical casting away from the general offices presided over by Ben Piazza.

RESUME FRISCO CONCERTS

San Francisco, March 5. Harkening back to an old favorite form of Frisco entertainment, Orpheum began a series of Sunday morning musical concerts this week (23), with Gino Severi directing. Union gave Fauchon & Marce a concession on men for a few weeks, until theatre can get a line on public response, which at one time was very big for that type of thing. Radio has cut in seriously last five years.

Ellington's Short

Hollywood, March 5. Here for Paramount's 'Murder at the Vanities,' Duke Ellington's band will also do a short for Radio. Two-reel will be one of the 'Headlines' series.

Green Lantern Reopens

Schenectady, March 5. Green Lantern on the Schenectady-Saratoga (N. Y.) Road has reopened. Playing a floor show and the Band of Rhythm.

Boys Go Antique

Inspired by the success of 'The Old Spinning Wheel,' the vogue for research among Colonial Americans is hotter than ever in 'Tin Pan Alley. Some of the follow-up tunes already set for release are: 'Grandfather's Clock,' 'By the Old Wheel Pump,' 'The Old Covered Bridge,' 'My Old Fashioned Girl,' 'The Old Fashioned World,' 'The Old Trunk in the Attic.'

New Business

(Continued from page 53) program feature, Joannette Creamer's 'Cooking School.' KGW. Porter-Scarpelli Macaroni Company, two months' announcement service on Cooking School program. KGW.

Crazy Water Crystals Company, one month announcement service, local branch office. KEX.

Manikin Tea, five minute broadcasts Monday, Wednesday and Friday, through MacWilliams and Cole agency. Listed as Dorothy Dodd-Manikin Tea. KEX.

Master Music Makers (Sylvester L. Cross), one year studio programs, listed as 'Songs of Tomorrow,' each Tuesday evening. KEX.

CHARLOTTE, N. C.

Charlotte Hudson-Bases Co., four announcements. WSOO.

Eureka Photo Co., 28 announcements. WSOO.

Freakey's (clothing store), 13 announcements. WSOO.

Black and White Taxi Co., 13 announcements. WSOO.

Efrida's (department store), six 15-min. programs. WSOO.

Green Gables (beer garden), 52 announcements. WSOO.

Byers Motor Co., three 15-min. programs. WSOO.

Dorothy Perkins Co., New York City. Series of 13 15-min. transcription programs on Mondays at 8 p.m. beginning March 5, 1934, placed by Radio Sales, Inc., New York City. WBT.

Hoppe Motor Co., Charlotte, N. C., local Chrysler dealers. Series of 11 announcements beginning Feb. 23, 1934, placed locally. WBT.

Merriell Johnson Co., Des Moines, Iowa. Series of 28 one-min. announcements daily, except Sunday, beginning Feb. 23, 1934, placed by Radio Sales, Inc., New York City. WBT.

Ironwood Yeast Co., Atlanta, Ga. Series of 28 five-min. transcription programs at 8:45 p.m., Monday, Wednesday and Friday, beginning March 5, 1934, placed by Radio Sales, Inc., New York City. WBT.

M. L. Owen & Co., Charlotte, N. C. New series of 53 one-min. announcements, beginning March 5, two each day, placed locally. WBT.

Glasgow Alhambra Co., Charlotte, local Alhambra Kent distributors. New series of 15-min. programs, beginning March 1, 1934, placed locally. WBT.

Robbins Music Corp. will publish Don Bestor's folk of places he's visited in the past with these including 'Down by the Vinegar Works' and 'Doodle Doo Doo.'

South

(Continued from page 52)

of the American College of Surgeons heard over KOMA, Oklahoma City, during the medical convention.

Bascom Hopson, president WAPI, Birmingham, is the father of a baby boy.

Beasley Smith, orchestra director WSM, Nashville, has formed a trio captioned 'Three Music Makers.' Includes Opie Cates and Red Kent.

Harry Stone, manager of WSM, Nashville, celebrated his 34th birthday with a party given by Lassies White and wife. About 40 members of the staff attended.

Bull Conner is getting ready for the baseball season by doing a program three times a week over WERC, Birmingham, with Sarah and Sue Bryson.

One of the worst storms in history seriously interfered with radio in North Carolina on February 28 and 27, when stations WBT at Greensboro, and WJSJ, at Winston-Salem, among others, were off the air for a time.

A combination hurricane and sleet storm tore down miles of power, telephone and telegraph lines and left several cities sitting in darkness and silence for the greater part of two days.

A check of the places of birth of members of the staff of WBT, Charlotte, N. C., reveals a cosmopolitan crowd. Points of birth include China (he isn't a Chinaman) Massachusetts, Arkansas, Ohio, Virginia, Georgia, New York and South Carolina—with only three of the 15 regularly employed staff members natives, or born in North Carolina.

Arthur Wenige and the Raymond Brothers, talent on the RCA-Victor program over WBT, Charlotte, N. C., were used on February 26 to entertain 300 North and South Carolina students at the South Carolina Corporation, of Charlotte, at a banquet and sales conference.

Several instruments have been added to Billy Knauft's band, WBT, Charlotte, N. C.

Tony Hadgi, staff musician with WBT, Charlotte, N. C., has been selected to play the viola in the North Carolina Symphony Orchestra, a state organization drawing from the musical talent of the entire state.

Ted Deolittle, who is making a hit with his 'Village Nutsmith,' over WBT, Charlotte, N. C., says that he lived by stealing peanuts from the squirrels in Central park, New York after the Amalgamated, with which he was associated, folded.

An announcer for WBT, Charlotte, N. C., making an announcement for a new automobile just appearing on the market, unhappily substituted the name of the city for the name of the car, making it read: 'See Charlotte's knee action tomorrow.'

Claire Shadwell out one week with carbuncle.

WVNC, Asheville, N. C., celebrated a very quiet birthday last week. The station is seven years old. G. O. Shepherd, director, put on a special birthday program: 'Random Recollections of a Station Directors.' He compared the four hours a day broadcast time years ago with the 17 hours daily now. Other comparisons were made.

Station WVNC, Asheville, N. C., led all NBC stations in the south-east and south-central groups in fan mail records for 1933, the station announces.

Helen Flanagan, Miami, Fla., soprano, who has sung for stations in various sections of the United States and Canada, sang the lead in 'Spanish Moon,' presentation of the Asheville Kennel Club.

Doris Terry Andrews, of the Andrews Sisters, Sunday afternoon act over WBT, Charlotte, N. C., is at home after an appendicitis operation. Mary, the oldest sister, is doing solos until Doris is well.

'Chic' Sale was welcomed to the city of Portland and interviewed over the Oregonian station KEX when at the Broadway.

WOWO had special hook-up on Golden Glove tourney during the Port Wayne preliminaries.

West

Archie Presby, program director of KGW and KEX, told how the public market is being sold over the air on KGW, at a meeting of the Portland Advertising Club. Showalter Lynch, of MacWilliams and Cole Agency, and Jean He, actress on KGW and KEX staff, assisted in recreating a broadcast for entertainment of ad chiefs of the city. Idea is to gag commercial plug as announcer threads up and down the aisles with fun stage.

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CONSOLIDATING TWO MUSIC CODES

Code the publishing industries has decided to consolidate the popular and standard music codes into a single document. Another NRA coterie in Washington several months ago ordered them separated.

Purpose of returning the covenants to the merged state is for economy. With separate codes the pop and standard factions of industry would each be shouldered with the expense of administering individually. With a single code for both the administration cost will be clipped in half.

Authority expects to have merged version ready for submission to the publishers' code committee by the end of this week. Approved, the document will be announced by Washington as ready for a public hearing.

Payson Irwin, administrator for the publishing industries, has, however, assured Irwin, A. Edelman, counsel for the wholesaler and jobber interests, that no final action away. The latter is occupied with the trial of Max Mayer's anti-trust suit against Music Dealers Service, Inc.

NIGHT CLUB REVIEW

Club Victor, Seattle

Seattle, March 3. With the burg full of nite spots where beer flows and dance bands play, club Victor alone is in number. Club Victor alone in the top ranks makes a bid for a floor show and gives the patrons a chance to relax, sit and sup.

Show is put in two sections, the last half winding up about 2 a. m. Clark Beldin is m. c. and does a turn or two of dancing, which are present. Band has Art Kloeth as leader, with June Love as featured soloist.

Richardson Twins get their best returns from a 'goofus' dance turn. Clever local gals sing along with some of their soft shoe. Willow, Mays and Motts are a corner dance team, while Joan and Virginia Brandt are a nice harmony team.

Robert E. Larson is manager for Vic Meyers, who is the state's 'Lut. Gov.' and who spends his spare time greeting the guests and taking the baton at times. It isn't every club that can have a real 'gov' in the title. Vic Meyers' band, which helps make this the pop club of the burg with biz rating right along.

Manager Larson brings wide experience to his job. He knows wines and was a former band leader on his own.

Club is now starting to book clubs, groups, etc. for special nights, which brings in a block of 'outside' money on slow nights weekly. Floor handles 150 couples at a time and is largest of the type in town. Tables for 700 persons.

'I JUST COULDN'T TAKE IT' 'DANCING BABY' 'THE MOONLIGHT WALTZ' 'STAFUTION' 'THAT'S WHAT MAKES THE WORLD GO 'ROUND'

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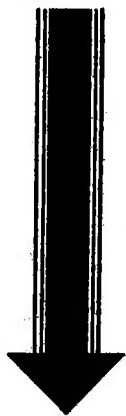
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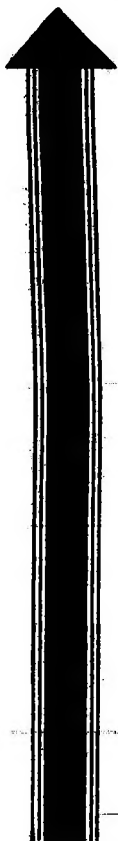
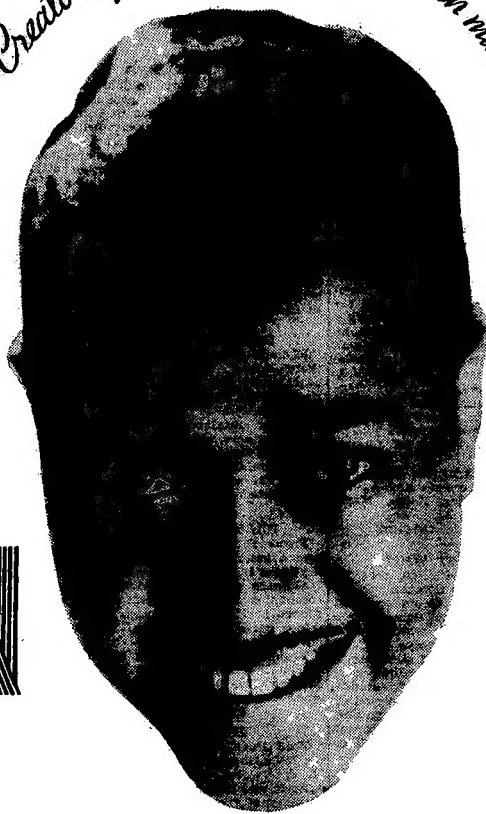


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